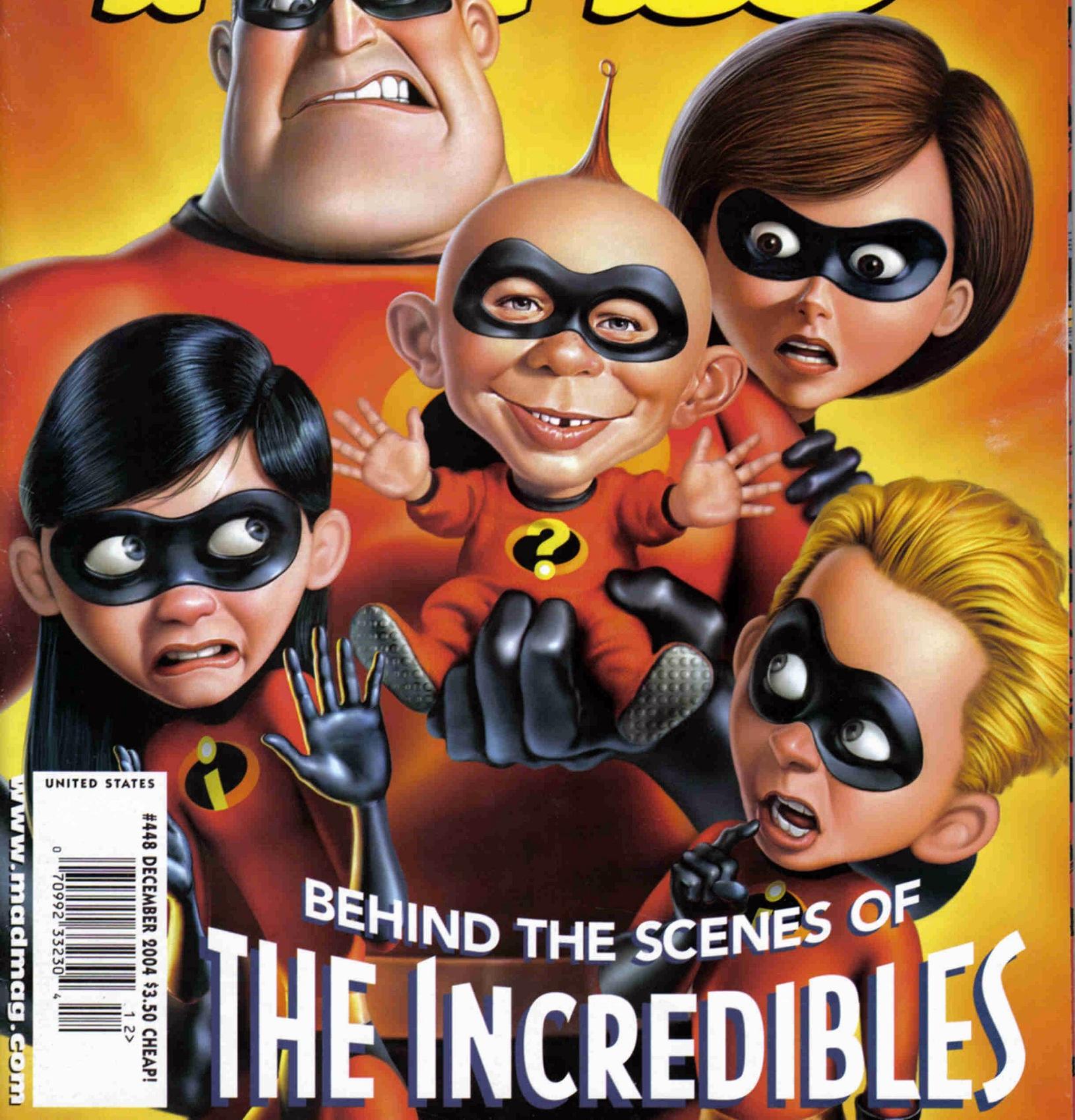


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# MAD

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UNITED STATES

#448 DECEMBER 2004 \$3.50 CHEAP!



BEHIND THE SCENES OF  
**THE INCREDIBLES**

# MAD

DECEMBER 2004

NUMBER 448

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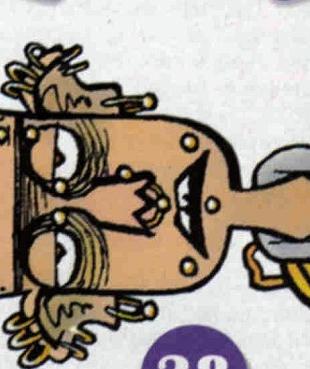
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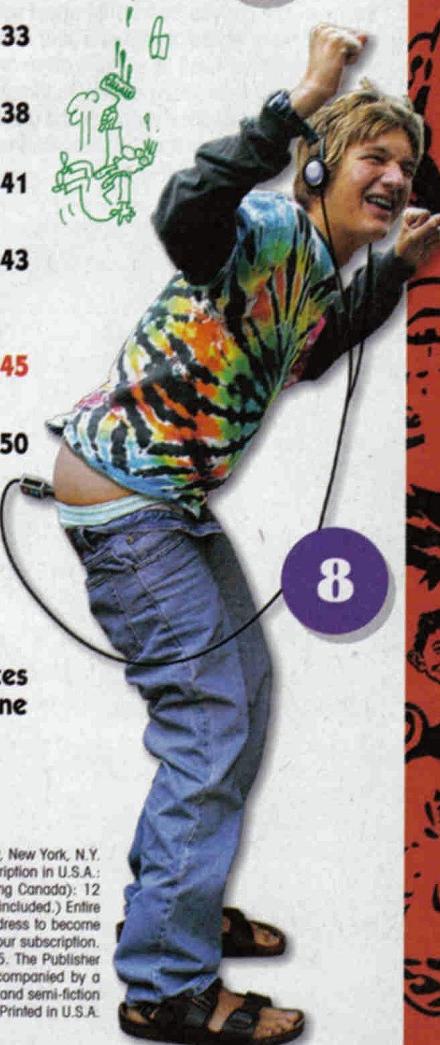
Various Places  
Around the Magazine

FRONT COVER ARTIST:  
MARK FREDRICKSON

Whoever said  
"Charity begins at  
home," obviously  
never asked for a raise  
in allowance!



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## PHOTO FINISHED

Thanks for printing seven photos of me and one of my wife on the Letters Page in MAD #445. But I'm confused. You say you're giving me a three-year subscription, but that's what you give to people who send in just one photo. I sent in eight and in each case the celebrity was holding the issue. As you stated back in issue #338, it's a three-year subscription for each photo that gets printed. So by my calculations, we're entitled to 24 years of MAD.

Peter Gordon, Great Neck, NY

**Gordo — Boy, fame has really changed you!** Ever since you sent in all those photos of the *Survivor All-Stars* and started hob-nobbing with A-list celebs like Shii Ann, you're a completely different person! By our calculations, you greedy snake, you'll get a three-year subscription and like it! Besides, why are you so worried about saving money? We're guessing you and your lovely wife Jane haven't had to spend a dime on food and have just been living off the hundreds of complimentary cocktail weenies and pizza rolls that you swiped from that *Survivor All-Stars* wrap party! Bon Appetit! —Ed.

## ANTIQUES FREAKSHOW WITH HANS BRICKFACE

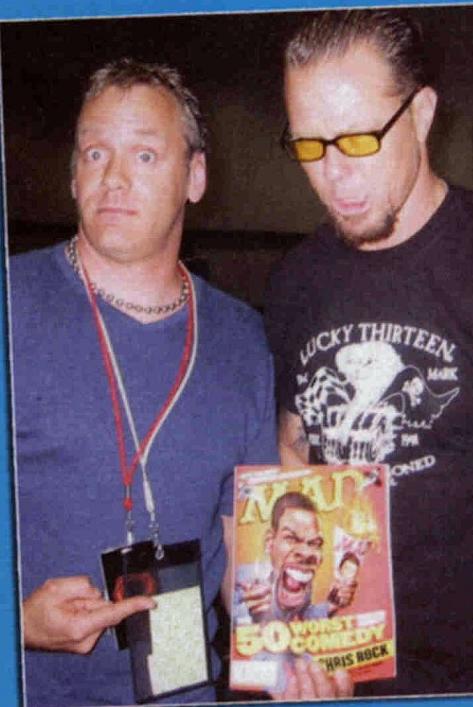
Here is a photo of two beautiful statues (which I understand were the base of table lamps at the turn of the century). They are very heavy and were made in Paris, France in the late 1800s. I paid 25 cents each for them. It was 1953 when I bought them and the lady whom I bought them from placed them in a small wooden box — wrapped in MAD magazines #1 and #2! Some time later, I read the two magazines. By the time I got around to reading them, MAD #12 was on the newsstands. I wrote to the editor of MAD and asked if MAD would be kind enough to let me buy issues #1 through #11 and send along an invoice with those eleven copies. I received copies #1 through #11 with a note enclosed, "Please send \$1.10 for those 11 issues." (MAD at the time was 10 cents.) I have every MAD magazine printed. This is a true story! So what do you appraise the two statues and MAD #1 and #2 at?

David Jones, Mount Vernon, WA

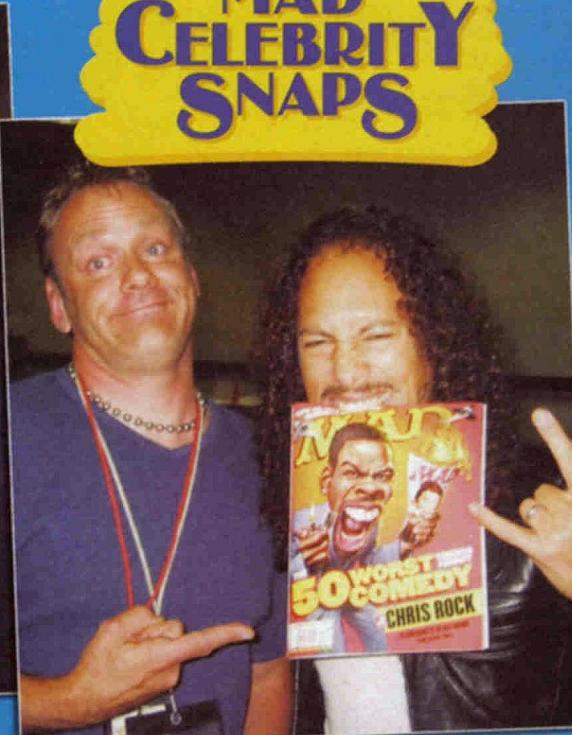


**Bad To The Jones** — As always, our own Hans Brickface is on the case! Here's his report:

Those two statues are nice and all — but what caught my eye was that red apple cookie jar. Tell me, Davey, what do you have in there? Lorna Doones? Nilla Wafers? Double Stuf Oreos? I've been on the Atkins Diet for the past six months, and whatever's in there, I want some! All I've been eating are eggs and steak tartar! I don't care about your high-falutin', neo-classical, French revival, Prussian-influenced statues at this point — or how much your MADs are worth, but damnit, Davey, I'll personally give you \$800 for whatever is in the frickin' jar! Help me, Jonsey, help me! Help the Hans! I'm in the middle of a pork platter — and I can't swallow another bite! Thanks for writing and I hope to hear from you very soon!



SCOOP AND JAMES HETFIELD



SCOOP AND KIRK HAMMET

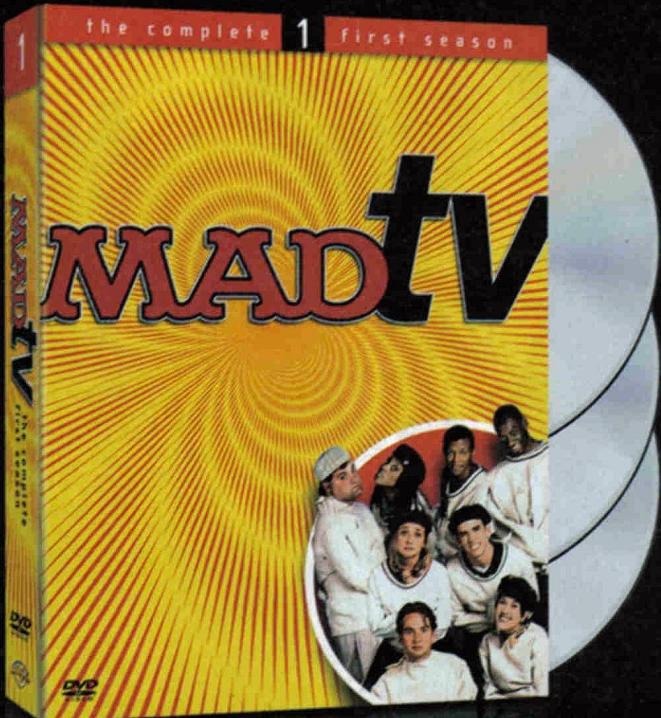
## MAD CELEBRITY SNAPS

Recently, in Chicago, I met Kirk Hammett and James Hetfield of Metallica at one of their concerts and they graciously agreed to pose with my copy of MAD #445. They were genuinely nice guys and Kirk even commented that he had been a big fan of the magazine for years. If this submission isn't cool enough to merit a free subscription, would you consider sending me a new copy of #445, as it is now covered in Kirk's spit and pitted with fang-like tooth marks?

Scoop, New Rock 99.7 — The Blitz Columbus, OH

**Pooper Scooper** — Thanks for sending in these awesome Celebrity Snaps. We were, however, a bit disappointed that you didn't include a shot of Lars Ulrich — not that we particularly like Lars, but we're always looking for an excuse to make fun of him! But seriously, dude, in the immortal words of Metallica themselves, "You've got to fight...for your right...to par-tay!" Congrats on your three-year subscription and keep on rockin'! —Ed.

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## THE CURSE OF THE CLOD

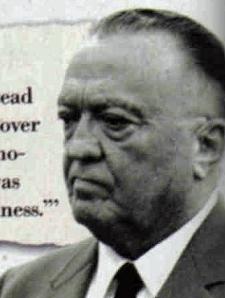
We were thrilled and excited to see that the back page of the August 31st edition of the *New York Post* used our mascot, Alfred E. Neuman, to emphasize that the winningest team in baseball history, the New York Yankees, were unconcerned about the rival Boston Red Sox's recent winning streak. Unbelievably, after this bold statement, the Yanks went out that very same night, and lost 22-0 to the Cleveland Indians — the worst loss in the team's history and tied for the greatest shutout defeat in history. It was such an odd coincidence, that we decided to look back at some other *New York Post* covers throughout history. We'll let the results speak for themselves!



## FEDS OR TALES

MAD turns up in the darnedest places! Even the once reputable *New York Times* has lowered its standards and given MAD some press. A recent article in the *New York Times Magazine* described how J. Edgar Hoover's F.B.I. considered using MAD to fight the Ku Klux Klan. This was a nice change of pace for Hoover, who on more than one occasion, had warned MAD not to mock him or his bureau!

"In one instance, an agent proposed copying and distributing a sticker from MAD magazine that read 'Support Mental Illness — Join the Klan!' But Hoover vetoed the idea: he feared that Klan members' ignorance might lead them to believe that the Klan was "actually supporting a charitable need, mental illness."





While the Letters Page is undoubtedly the most exciting and entertaining feature in the entire magazine, it is always possible to make it even better! With that goal in mind, we're delighted to debut a little feature we like to call The Quiz Quorner. Note to readers: the answer to the quiz will appear in next month's issue, however, no prizes will be given for correct (or incorrect) answers, so please do not send in your guesses to the MAD office. Instead, send them to each other and leave us out of it completely — OK, clods?

## THE QUIZ QUORNER

Here's the inaugural question:

What did we call Jerry Seinfeld's character in our spoof of *Seinfeld*?

- A) Jerky Stinkfeld
- B) Jerry Seinfeld
- C) Jokey Feinseld
- D) Jersey Signfelli
- E) None of the above — we didn't include that character in our spoof

### THE ANSWER MAD

This month we have decided to answer a missive from the August 9th issue of that U.S. News and World Report wannabe, *Newsweek*!

**Newsweek**

You report that iPods are popular and "centered" in big cities and college towns, and quote someone on their prevalence in gyms. As a twenty something in a college town who also frequents the gym, I can honestly say I've never seen an iPod — rather, the good old Walkman is favored — and it's not as if people in this area are hurting for cash. I wish you would have used your pages for content other than for pushing a musical device that you say is big, yet is really just another fad on its way to the technology dumpster.

K.B., Durham, NC

K.B. — If you look through the issue in question, you'll notice it was also reported that John Kerry ran for President. Now, you probably didn't see John Kerry in your Spinning class at the gym, but trust us, he did in fact campaign. And we understand if you don't want to go out and purchase an iPod — it wouldn't be of much use to you, what with your head being stuck up your butt!

### MAD MUMBLINGS @MADMAG.COM

I've been trapped in this mime box for eight days now — mediocrem... God giveth pimples so we all can be pop artists — miaca2... I just realized something, death is God's hitman — facechild... If life was a supermarket, mine would need a cleanup in aisle five — Hilarical... Why is an orange an orange, but a banana isn't a yellow? — gus1369... My parents are just a figment of my imagination — Irish84210... Is anybody here a better worshipper of the carrot than I? — Kyle145

### AN INTERN FOR THE WORSE

At this time, we'd like to give a big MAD shout-out to our summer interns Josh Eiserike, Jamie Gaske, Nate Fakes, Carl Peterson and Amanda Pettit. Thanks for your hard work — our shoes have never been shinier! P.S. If you want to be a MAD summer intern and your college or grad school will give you credit, send for information to Amy "The Big Intern" c/o MAD Magazine, 1700 Broadway, NY, NY 10019.

NEXT MONTH IN  
MAD #449 ON SALE  
DECEMBER 14!

**THE MAD 20:  
OUR YEARLY ROUNDUP OF  
2004'S DUMBEST PEOPLE,  
EVENTS & THINGS!**

NEXT MONTH IN  
MAD XL #31 ON SALE  
DECEMBER 14!

**LEONARDO DICAPRIO, USHER,  
NASCAR PLUS WRITERS-OF-  
THE-MONTH CHARLIE KADAU  
AND JOE RAIOLA!**

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Paul Levitz, President and Publisher, September 29, 2004

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the usual gang of idiots

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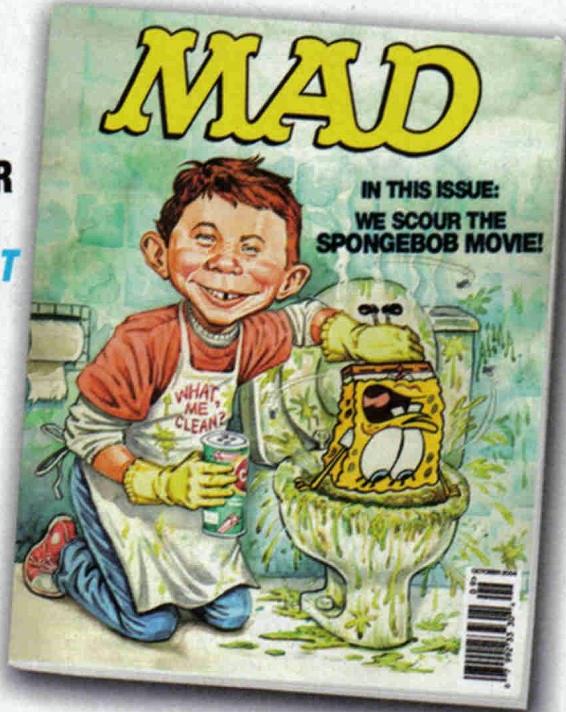
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Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

Fax MAD at 212-506-4848!

# THE FUNDALIN

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## THE GODFREY REPORT

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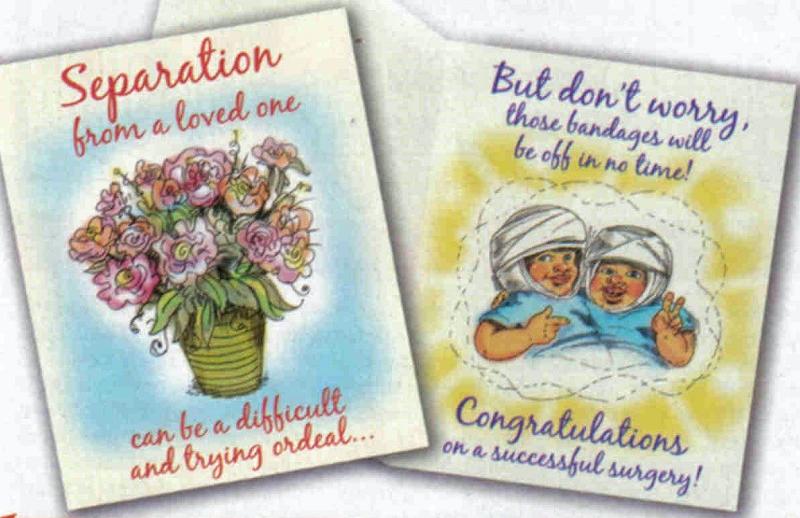
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## SUGGESTED PHRASES FOR THE NEW TALKING DONALD TRUMP DOLL

*Robin, see if you can get me a 2:30 appointment at Supercuts.*

*'Mrs. Omarosa Trump'! I like the sound of that!*

*George, Carolyn, I'll give you a million dollars to do a horizontal merger on the boardroom table!*

*I'm sorry my check bounced, Ivana.*

*Melania, what do you mean you want to name our child Kwame?*

*Ooh — a penny!*

*All this Mexican — ooh, Trump's gotta take a dump!*

*I got your Trump Tower right here!*

*Me, an egomaniac?!? Dr. Chomsky, you're fired!*

*I'm sorry my check bounced, Marla.*

*Oh, crap! I'm bankrupt again?!?*



## THIS YEAR'S 25 WORST SELLING HOLIDAY GIFTS

1. The Low-Carb Strawberry Shortcake Doll Collection
2. Tonka's Mob-Controlled Cement Mixer
3. The Sears Kenmore Robotic Mop
4. Hot Wheels Chop Shop Action Playset

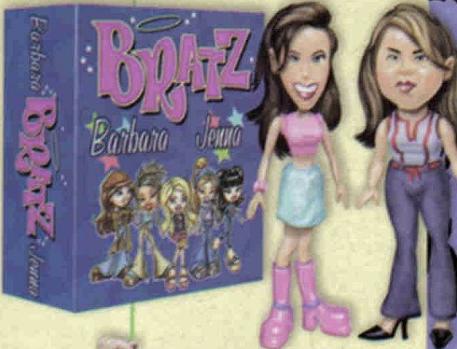


### The GEORGE FOREMAN LEAN MEAN DEFIBRILLATING MACHINE

5. The George Foreman Lean, Mean Defibrillating Machine



6. The Sharper Image Human Hair Hammock



7. Lionel's Self-Derailing Amtrak Set

8. Gov. Jim McGreevey's Body Wash

9. Petco's Pooper Scooper/Baseball Cap

10. The I Can't Believe It's Not Butter! Family Gift Pack

11. G.I. Joe Swift Boat Action Figures for Truth

12. The Sharper Image Rectal Thermometer/MP3 Player

13. The Sex Change Operation Game from Mildred Bradley

14. Snoop Dogg's Spizeak & Spizzell

15. Ben & Jerry's Frozen Yogurt Stocking Stuffer

16. Scott Peterson's Pocket Fisherman



17. Rock'em Sock'em Zell Miller & Chris Matthews Robots

18. The Christine Todd Whitman Sampler

19. L.L. Bean's Edible Hat
20. Season Tickets to the New York Mets

21. Uncle Fun's Thumb Removal Kit

22. The Bush Twins Bratz Dolls

23. Mr. Rickety's 15' Ladder

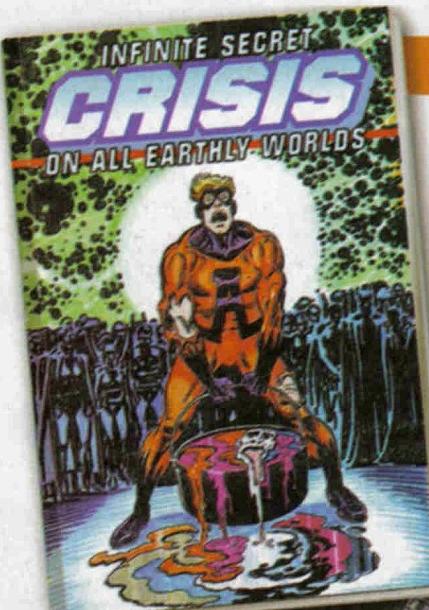
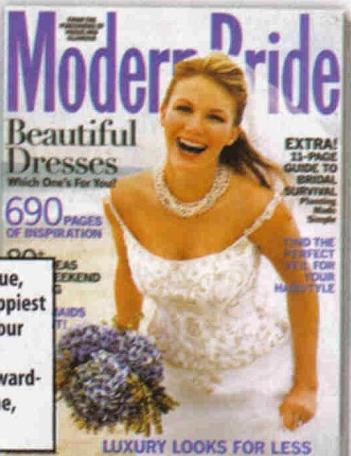
24. Hasbro's Ferris Wheel In-A-Can



25. The Uday & Qusay Salt & Pepper Shaker Set

## MAGAZINE CORRECTIONS YOU MAY HAVE MISSED

On page 3,591 of the February/March 2004 issue, we reported that your wedding day is "the happiest day of your life." It has since been brought to our attention by several readers that this is more likely "the first day of a miserable, ever downward-spiraling existence culminating in the welcome, sweet sting of death." We regret the error.



## GRAPHIC NOVEL REVIEW

DC Comics has a dozen icons that have truly stood the test of time. Unfortunately, there are another 925,000 characters in the DC Universe. That's more than the combined populations of Iceland, Tonga and Equatorial Guinea. Thus, it's no shock that after 65 years of random hackwork, not all of the stories match up. A minor detail to most adults, but a matter of crucial importance to the unmarried fanboys who wage internet flamewars because "Hawkman would never do that." To this gruesomely select audience, every issue matters. A lot. And other than wedgies, these geeks hate continuity gaps most of all. But squooshing all DC history into coherence is an impossibility, despite several retcons. ("Retcon" is a collectors' term meaning "will never touch a girl's boobie.")



The opening splash of *Infinite Secret Crisis On All Earthly Worlds* – death toll at 297 and counting.

## THE PUZZLE NOOK

Which of the 5 choices best completes this phrase?

NO ? WS IS GOOD NEWS

1. NE \_\_\_\_\_
2. MICROSOFT WINDO \_\_\_\_\_
3. DAVE MATTHE \_\_\_\_\_
4. REMAKE OF THE IN-LA \_\_\_\_\_
5. CBS NE \_\_\_\_\_



Writer/artist/sadist Ethan Bello finally devised the perfect system for keeping 925,000 mismatched characters straight: kill EVERYONE! He's cranked out the most mindless mini-series in comics history, and it's a thing of beauty. No plot. No drama. Just thousands of inconvenient, not-too-familiar faces saying hello and immediately getting blasted into oblivion. Anybody remember the Silver Scarab? Well, don't bother trying; he's worm food. Lagoon Boy? Morgan Edge? Clayface? Every one of them a real DC character, and now they're all real dead.

Issue #1 starts with a bang, as we bid an emotionless farewell to Bwana Beast, Dr. Polaris, Weather Wizard, Amazo, Beppo the Super-Monkey, Cave Carson, the Ultra-Humanite, Egg-Fu, Granny Goodness, Congorilla, Floronic Man, G'nort, Shatterfist, Wonder Tot, Killer Moth, the Newsboy Legion, Bouncing Boy, the Phantom Stranger, Chlorophyll Kid, the Kryptonian Thought-Beast, Chop-Chop, Nuklon, the Scarlet Skier, Matter-Eater Lad, the Conquer Worms, T.O. Morrow, Major Flashback, Shade the Changing Man, Detective Chimp, and the Blue Beetle.

The second page is even bloodier.

Alas, due to space limitations, Bello could only kill off 60,000 characters per issue. Thus, a quarter-million of DC's most meaningless heroes managed to survive the carnage (including Reflecto, Sportsmaster and Zebra-Man). A sequel would appear to be the answer, except that impatient DC editors have already resurrected 320,000 of the briefly-dead characters in 320,000 highly-desirable "Issue #1"s.

We can't quite recommend "ISCOAEW," since the unholy butchery does get a little "samey" by the time Bello slaughters the G's and H's. But if you ever wondered, "Whatever happened to Captain Boomerang?" this collection has the answer. He died.

DC COMICS, \$13.95

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Patrick Merrell   Jerry Ordway



# A MAD PEAK BEHIND THE SCENES



Good idea to install a new security system! I hate those jerks who steal advance copies of our movies and sell illegal bootleg DVDs!

Bootleggers? No, I designed this baby to keep those Dreamworks punks from snooping around! We made *A Bugs Life*, then they made *Antz*! We made *Finding Nemo*, then they made *Shark Tale*!

Well, I understand why they keep stealing our ideas. When they try to do something original, they end up with crap like *Father of the Pride*!



I'm glad we gave Violet the power to be invisible! Kids are going to love it!

Screw the kids—I love it! Being invisible makes her scenes easy to animate!

SCREENING ROOM



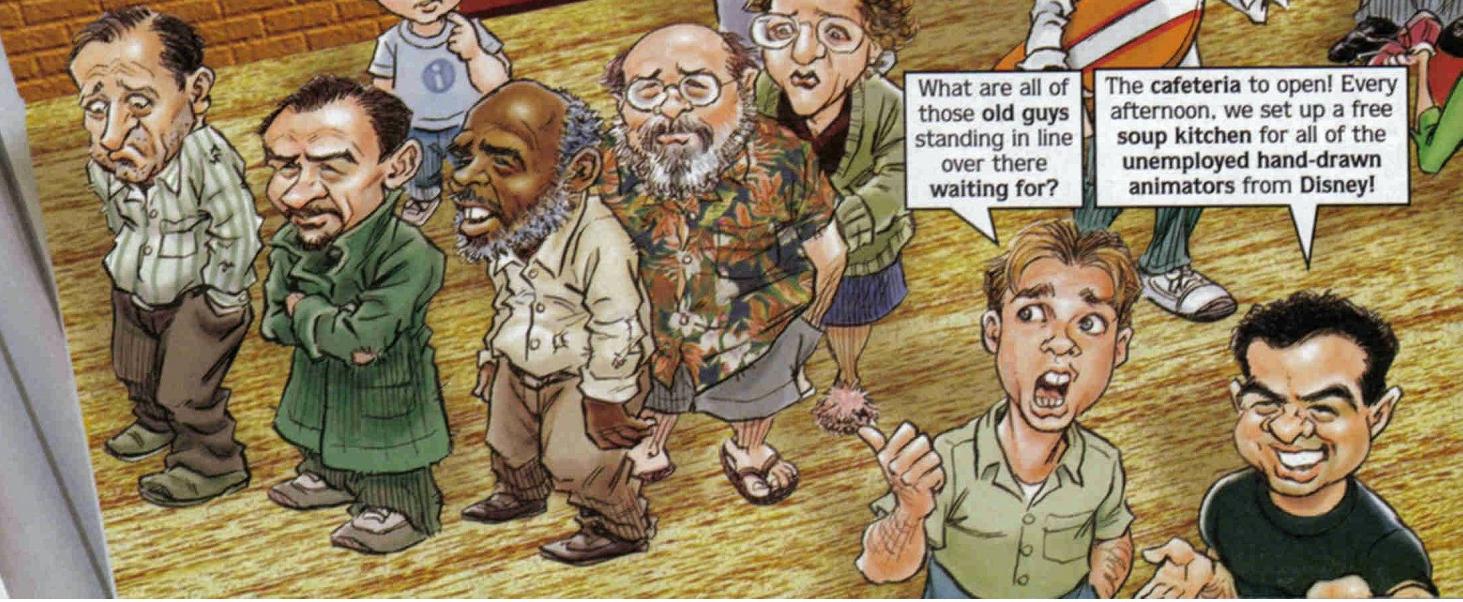
Jason, you're playing the bad guy, Syndrome! He's overweight, he's evil, he has a secret hideout and he has the power to control energy! Did any classic villains inspire your character?

Yeah, Dick Cheney!



What are all of those old guys standing in line over there waiting for?

The cafeteria to open! Every afternoon, we set up a free soup kitchen for all of the unemployed hand-drawn animators from Disney!



# AT THE INCREDIBLES STUDIO

I'm super excited to have Samuel L. Jackson providing a voice for Frozone! Was cartoon voice acting something he always wanted to do?

Not always, but after appearing in the new *Star Wars* films, he was too ashamed to show his face anywhere!

One thing that's really odd about animation is that everybody records their part separately! Then I cut all the tape together to make it sound like the characters are talking to each other! Is it hard to perform when you're the only actor in the room?

No, I'm used to being the only person on the set who's doing any acting — remember, I was in *S.W.A.T.* with Colin Farrell! And *A Time to Kill* with Matthew McConaughey! Oh, and *Changing Lanes* with Ben Affleck! Man!

Frozone has the power to glide on ice!

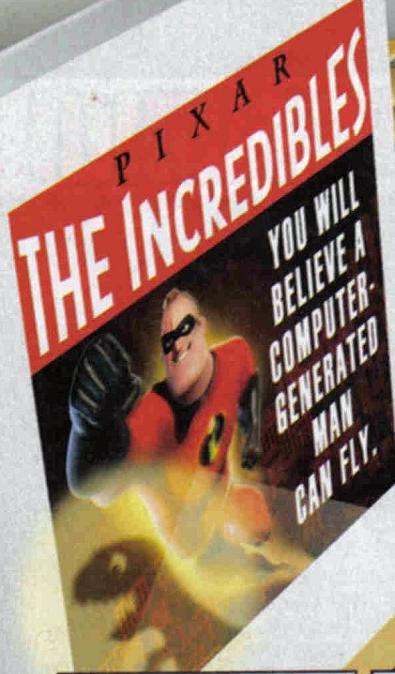
Ugh! That's going to be so lame!

What are you talking about? That's a cool power for a superhero movie!

Oh sure, it'll look great on film, but imagine what it's going to be like when Frozone is inevitably incorporated into a "Disney On Ice" show!

It must be tough being a superhero and having a secret identity! Everybody loves all the great work they do, but when they walk down the street, they're just anonymous guys!

I know how they must feel — I'm an animator!



What are you guys working on in here? It looks very top secret...

We're hard at work putting together the trailer for the upcoming Pixar movie, *Cars*.

At least, that's what we're telling the boss! We're toast if he catches us slacking off all day playing *Grand Theft Auto*!

See if you can talk him into making a movie about skateboarding next — I want to try the new Tony Hawk game!

Check it out! I heard about animators who do this! He's acting out a scene from *The Incredibles* before he animates it!

Actually, he's not acting! He's having a seizure because he just spent five sleepless days working on three seconds of animation...and his Mac crashed before he could hit save!

What's so funny? Are you guys watching a new scene from *The Incredibles*?

No, we're laughing at the trailer for *The Polar Express*! Man, does Tom Hanks look goofy!

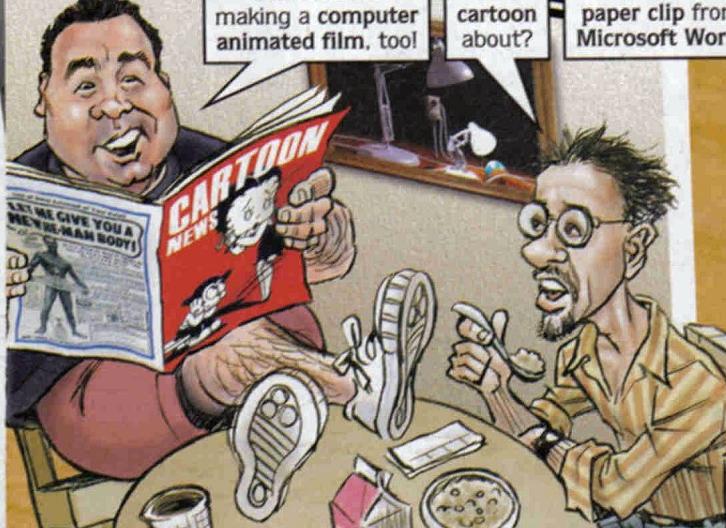
Welcome

Apple founder Steve Jobs is in the movie business, so now Microsoft's Bill Gates is making a computer animated film, too!

Oh, really? What's Bill's cartoon about?

I'm not entirely sure about the plot, but it's starring Clippy, that damned paper clip from Microsoft Word!

PIXAR Cafe





**TROY COUGHLIN  
JEG'S/SPY VS. SPY  
2004 CHEVROLET CAVALIER  
PRO STOCK**

1:24-Scale. Pro Stock. 816 produced.



**JEG COUGHLIN JR.  
JEG'S/SPY VS. SPY  
2004 CHEVROLET CAVALIER  
PRO STOCK**

1:24-Scale. Pro Stock. 888 produced.



**DANNY LASOSKI  
J.D. BYRIDER/MAD RACING  
2004 SPRINT CAR**

1:24-scale. HOTO. 1,908 produced.



## THE RACING WORLD IS GOING MAD!

This October during the NHRA race weekend at The Strip at Las Vegas Motor Speedway, Jeg and Troy Coughlin are adding a little sibling rivalry to the drag strip when they present dueling Spy vs. Spy Chevrolet pro stock drag cars courtesy of MAD Racing.

With two NHRA pro stock championships in 2000 and 2002, Jeg has a slight edge on his older brother Troy. However, with a little help from Spy vs. Spy, the Coughlin brothers are looking to smoke the field in Las Vegas.

The Jeg's Mail Order/Spy vs. Spy Chevrolet Cavalier pro stock cars are part of the MAD Racing program that extends to the NHRA, NASCAR® and World of Outlaws circuits.

MAD Racing also will share top billing with four of NASCAR's best-known drivers: Michael Waltrip, Kenny Wallace, Jeremy Mayfield and rookie sensation

Kasey Kahne. This October during the NASCAR race weekend at Atlanta Motor Speedway, Waltrip and Wallace will handle driving duties behind the wheel of the No. 99 and No. 00 Aaron's Dream Machines, respectively. Both Aaron's cars will showcase MAD icon Alfred E. Neuman.

Meanwhile, Mayfield and Kahne will field dueling Spy vs. Spy Dodge machines at Atlanta during the NASCAR NEXTEL Cup race on Oct. 31, 2004.

All NASCAR and NHRA race cars also will share a specially designed MAD Racing "Unsafe at Any Speed!" logo featuring the two "Spy" characters from Spy vs. Spy and designed by Action Performance.

For more information about the complete lineup of MAD Racing drivers and die-cast collectible availability, contact your Action Racing Collectables distributor.

**KASEY KAHNE™  
DODGE DEALERS/UAW-  
MAD RACING  
2004 DODGE**

1:24-scale. HOTO. 8,664 produced.  
1:24-scale. Bank. 516 produced.

**JEREMY MAYFIELD™  
DODGE DEALERS/UAW-  
MAD RACING  
2004 DODGE**

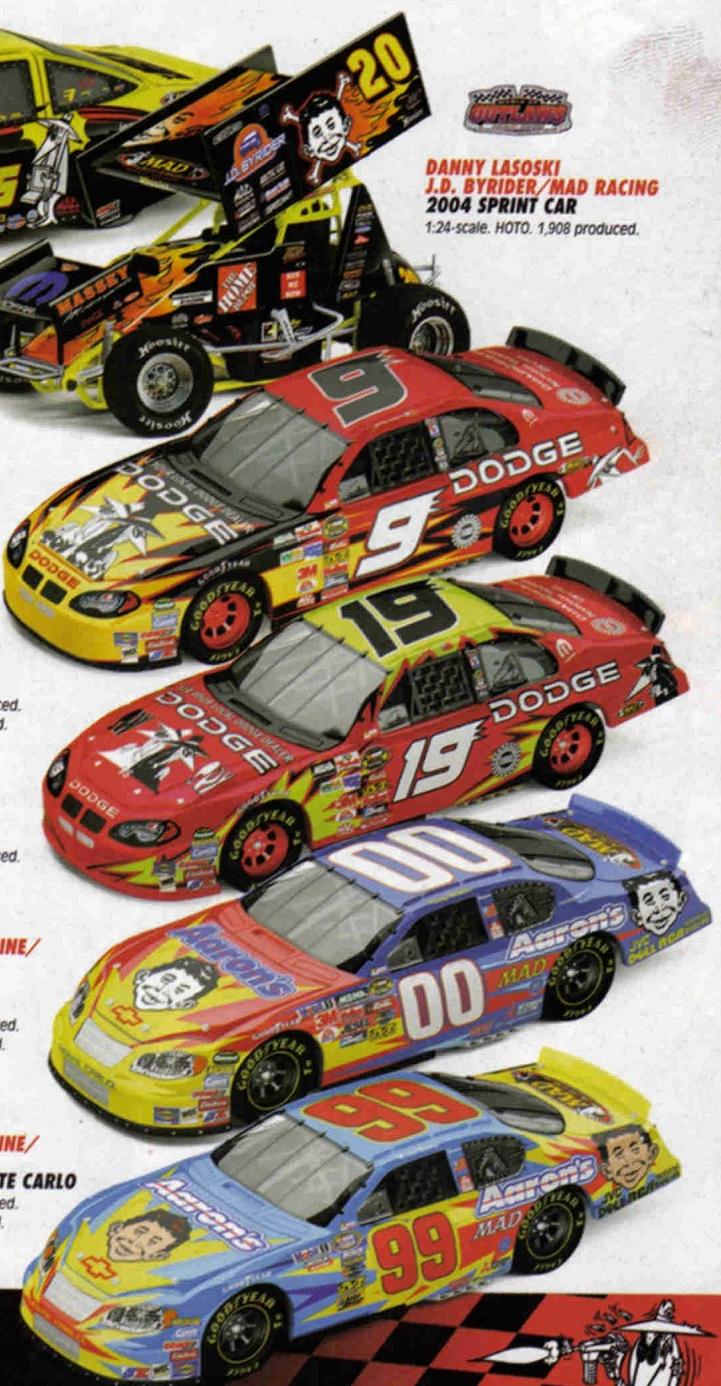
1:24-scale. HOTO. 1,836 produced.

**KENNY WALLACE  
AARON'S DREAM MACHINE/  
MAD RACING  
2004 CHEVROLET  
MONTE CARLO**

1:24-scale. HOTO. 1,860 produced.  
1:24-scale. Bank. 216 produced.

**MICHAEL WALTRIP  
AARON'S DREAM MACHINE/  
MAD RACING  
2004 CHEVROLET MONTE CARLO**

1:24-scale. HOTO. 2,364 produced.  
1:24-scale. Bank. 240 produced.



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NASCAR

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WE BRING YOU FLEETINGS DEPT.

Each year there are more,  
Showing up by the score —  
Those quickie celebs that we view;  
So here's a new cast,  
Each one doomed not to last,  
As we herewith present just for you...

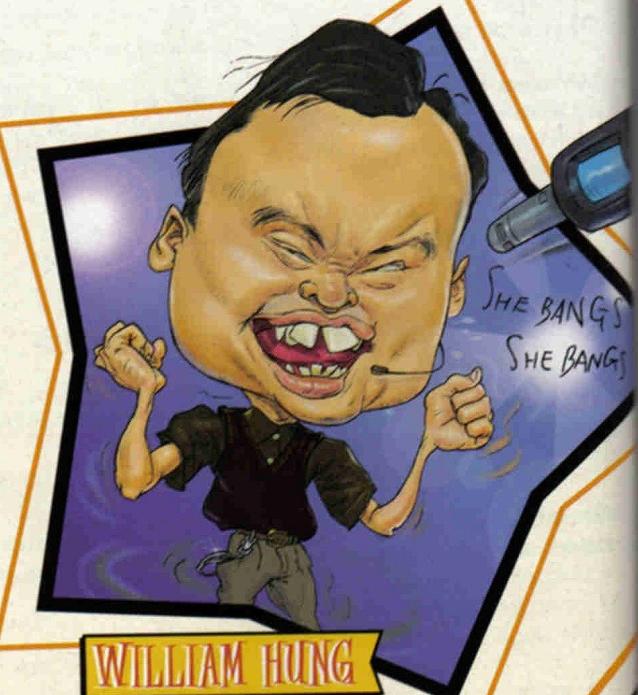
# 15 Minutes

MAD'S LATEST BATCH OF



## OMAROSA

Seems no one could stand her,  
Folks cheered when Trump canned her —  
She's hated by all who came near;  
She went to great ends  
Double-crossing her friends,  
And those are her *good* points, we hear.



## WILLIAM HUNG

When he tried out on *Idol*  
We felt homicidal  
And wished he'd be quietly shot;  
Yet though grossly off-key,  
He's now made a CD —  
Hey, is this a great country or what?

## ROCCO DISPIRITO

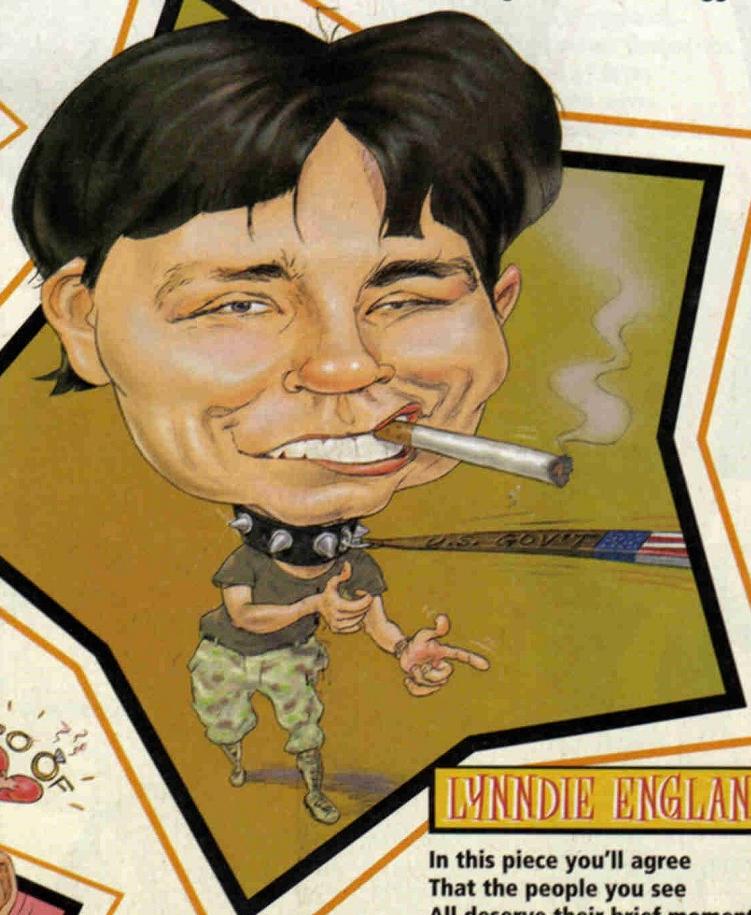
Though this "chef" craved success  
And bedazzled the press,  
Soon his backers were thrown for a loop;  
Like so many before,  
He's a self-serving whore,  
Now his show-biz career's in the soup.



# OF HAS-BEENS FAME

## SMARTY JONES

At the Derby looked swell,  
Won the Preakness as well,  
So at Belmont we bet our last buck;  
But he folded that day —  
Hey, if we had our way,  
He'd be dog food, that four-legged schmuck.



## HOWARD DEAN

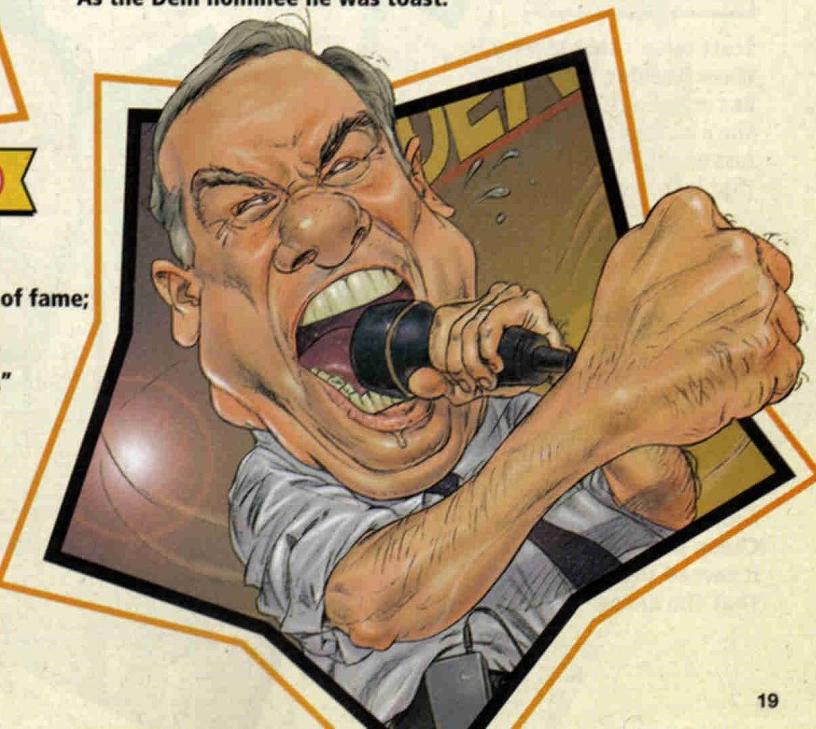
It was like a bad dream  
When he let out that scream,  
Which was heard loud and clear coast to coast;  
Though he still muddled through,  
All the insiders knew  
As the Dem nominee he was toast.

## LYNNIE ENGLAND

In this piece you'll agree  
That the people you see  
All deserve their brief moments of fame;  
'Cept for this Army bitch  
Who would get her own niche  
If we ran "15 Minutes of Shame."

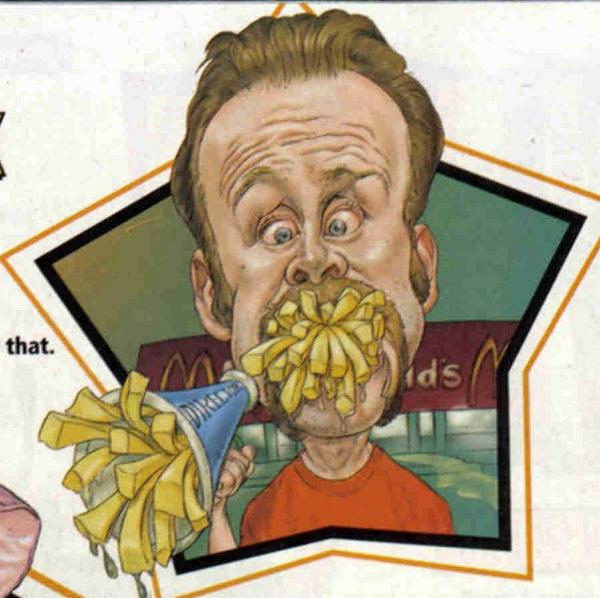
## JASON ALLEN ALEXANDER

When Britney he wed,  
Some acquaintances said  
That their love for each other was strong;  
They split in two days  
And went separate ways —  
We're surprised that it lasted that long!



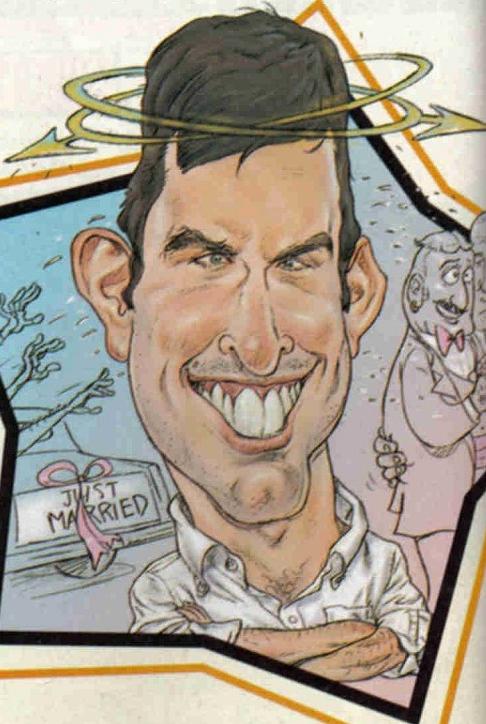
## MORGAN SPURLOCK

In his flick he proclaimed  
That Big Macs should be blamed  
As the reason that people are fat;  
All those burgers and fries  
Swell our tummies and thighs —  
Well, duh, Morgan, we kind of knew that.



## JASON WEST

Though marriage was banned,  
Many gays took the stand  
That a wedding would make them feel gaye  
Imagine their pride  
When the law was defied  
By this gutsy small-town New Paltz mayor.



## AMBER FREY

Scott wasn't that choosy  
When bedding this floozy,  
But scumbags like him don't much care;  
She's now been remade,  
Just enough, we're afraid,  
That in *Playboy* she'll pose in the bare.

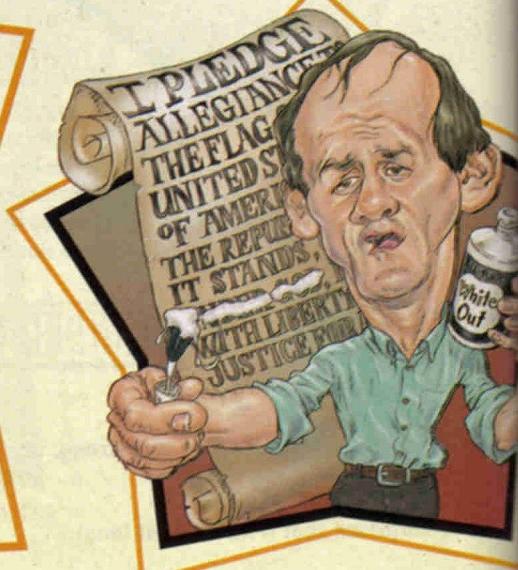
## RICK SALOMON

On a tape rated X  
He and Paris had sex;  
Countless millions ate up ev'ry bit;  
Cheap porn though it was,  
It caused such a buzz  
That *The Simple Life* wound up a hit.



## MICHAEL NEWDOW

He went over the edge  
When he said in *The Pledge*  
"Under God" should be banned, so he sued;  
The High Court's last word  
Was his case is absurd;  
"Jesus Christ," he exclaimed, "I've been screwed."



## KEN JENNINGS

A fortune he won  
On his *Jeopardy!* run,  
There was scarcely a topic he missed;  
He was brainy, no doubt,  
Though he would have lost out,  
If "Charisma" had been on the list.

## HUTTON GIBSON

With *The Passion* a smash,  
Hutton made a big splash,  
As his bigoted views fouled the air;  
Soon his hatred of Jews  
That pervaded the news  
Was the cross that son Mel had to bear.

## JAYSON BLAIR

When *The Times* canned his ass,  
He showed his true class,  
Played the race card and showed no regret;  
But his fraud didn't sell  
And his book bombed as well —  
Guess there's hope for America yet.

## DENNIS KUCINICH

Now, just who is this guy?  
A pro wrestler? A spy?  
Or an actor who's on HBO?  
We should know him, that's true,  
But we don't have a clue,  
If you do, won't you please let us know?



## THIS OLD MOUSE DEPT.

Michael Eisner may be CEO of the Disney Corporation, but that doesn't mean he's a carefree, happy man! See, Disney's in more trouble than a queasy kid on the teacup ride! Operating income is down almost half, the company's hemorrhaging over \$200 million per fiscal quarter and amusement park attendance is plunging! It's a good thing Walt Disney's boy wonder has a plan to turn it all around. Sure, it's quickly becoming "The Crappiest Place on Earth" — but that'll all change if they follow...

# MICHAEL EISNER'S POWERPOINT



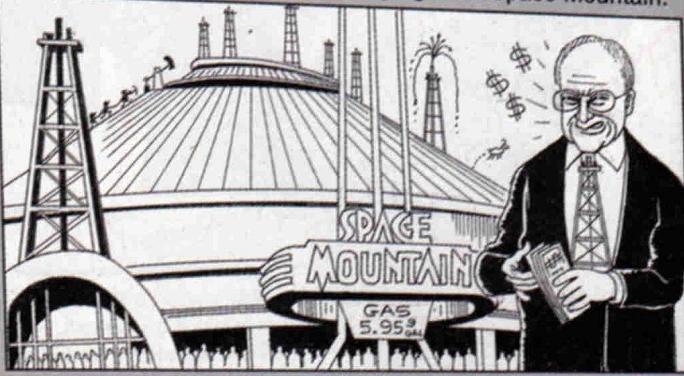
### Reduce Overhead Costs:

101 dalmatians, 85 dalmatians...who's gonna notice?



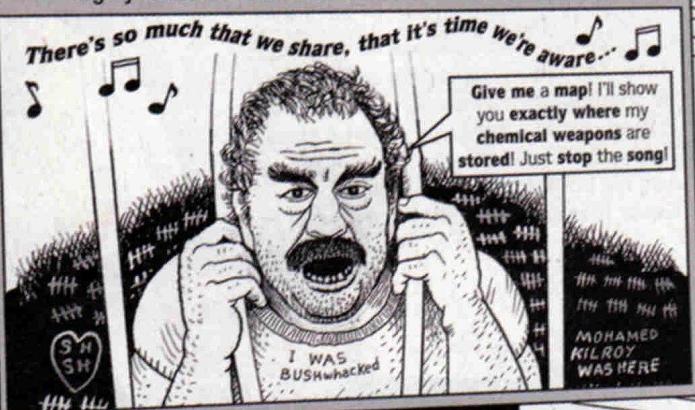
### Maximize Existing Assets:

It's time to cut a sweet deal with Dick Cheney and Halliburton for the oil drilling rights to Space Mountain.



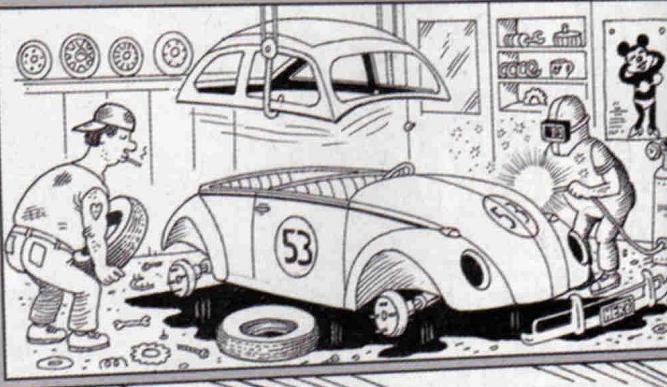
### Explore Government Partnerships:

License the song "It's a Small World" to the CIA for highly classified use in the War on Terror.



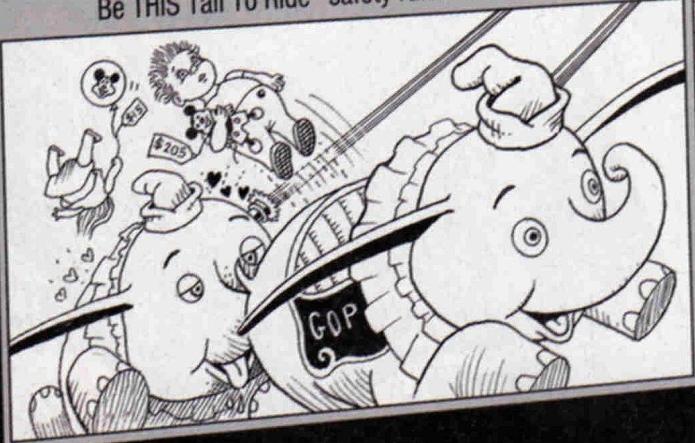
### Repurpose Underused Properties:

I've green-lighted selling off Herbie the Love Bug to a no-questions-asked chop shop.



### Increase Park Attendance:

Effective immediately, we're dropping the "You Must Be THIS Tall To Ride" safety rule.

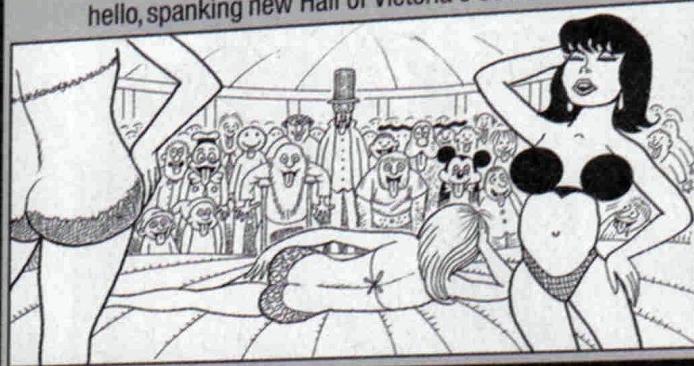


# PRESENTATION FOR SAVING Disney



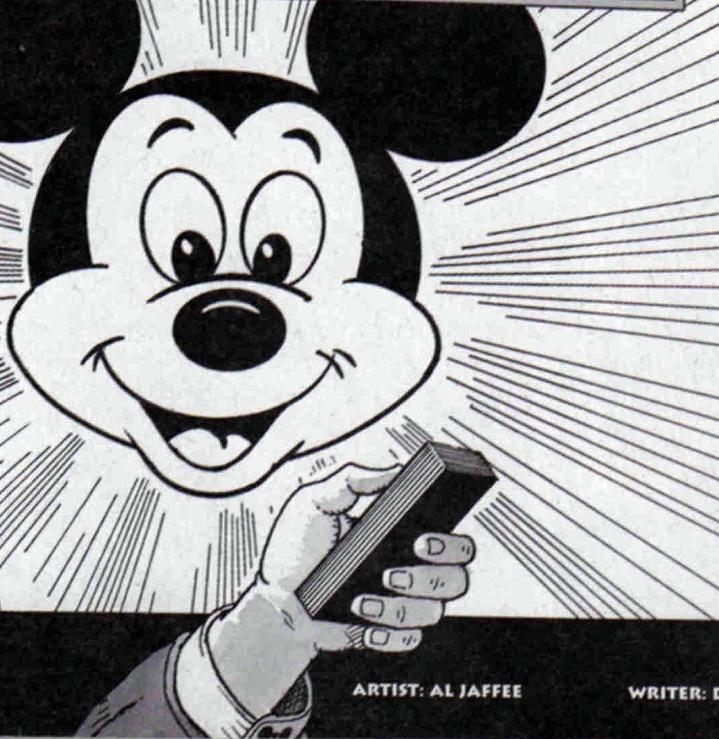
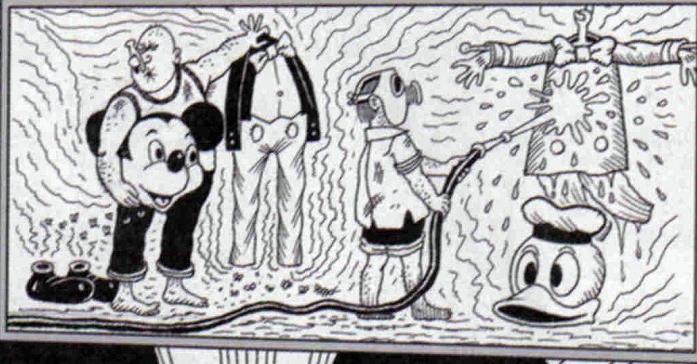
## Exploit Corporate Expertise:

This country has 38 million lonely men with disposable incomes. Goodbye, tired old animatronic Hall of Presidents, hello, spanking new Hall of Victoria's Secret Models!



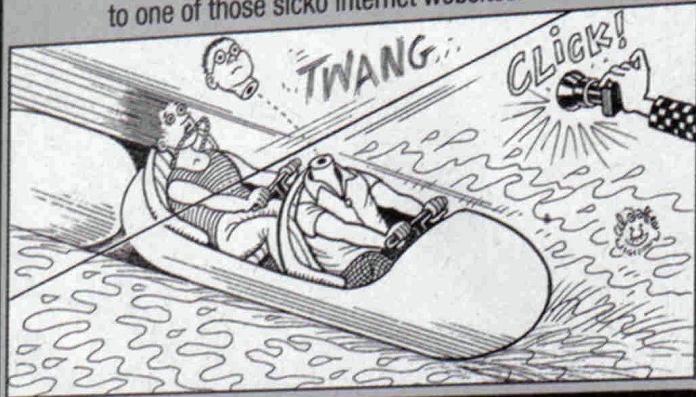
## Reduce Operating Costs:

We're going to hose out the stank from inside the creepy life-size costumes once every six years, instead of every three.



## Update Existing Properties:

Once a day, we're going to stretch piano wire across the top of Splash Mountain, then sell the candid photos to one of those sicko internet websites.



## Increase Park Revenue:

It's time to raise Disneyland day pass prices just a smidge, from insanely, obscenely expensive up to insanely, obscenely, racketeeringly expensive.



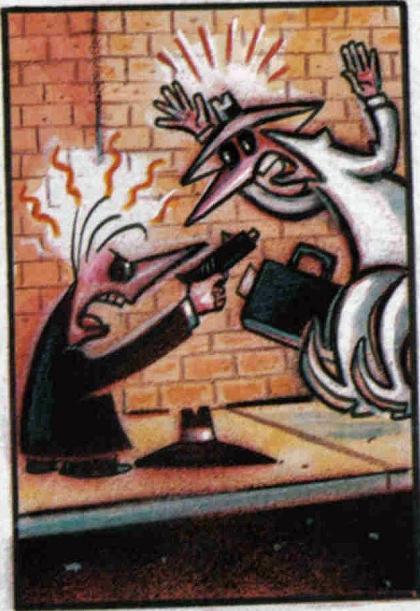
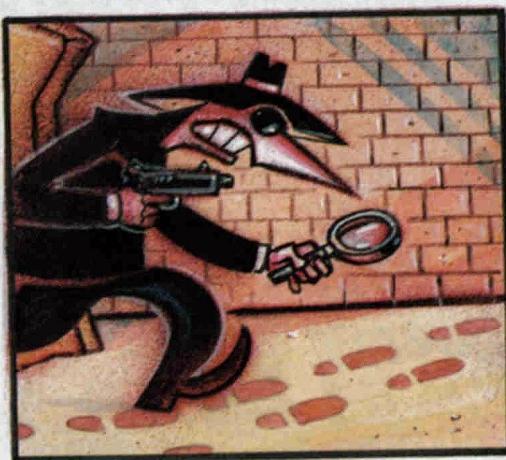
## License Intellectual Property:

The time is right to allow top rappers to raid Disney's classic songbook for sampling hooks.





JOKE AND DAGGER DEPT.



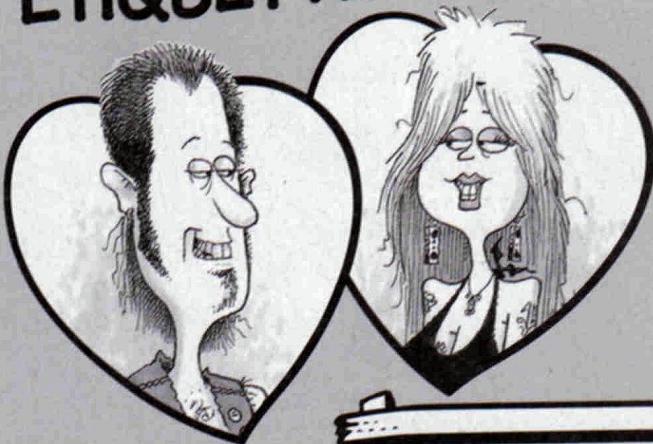


## CHICKS WITH HICKS DEPT.

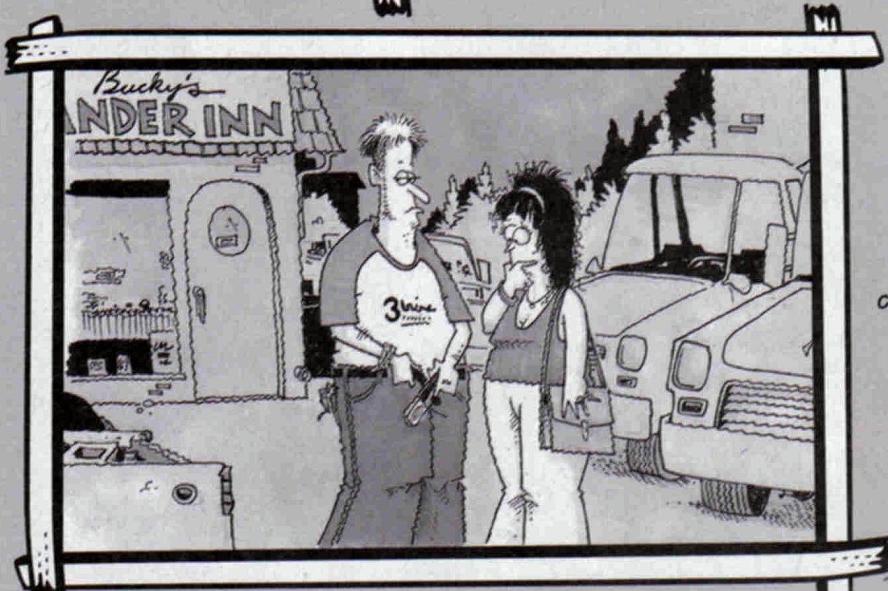
So you've walked out on another failed relationship. Well, not "walked out," so much as "ran out, shirtless and drunk, with officers in hot pursuit." At this point, you've been around the trailer park when it comes to looking for romance and, after two divorces, three name tattoos and five ex-stepchildren, you want to do things right. It's time to clean yourself up and learn a lesson from...

### JOHN CALDWELL'S A SECOND-RATE ETIQUETTE GUIDE TO

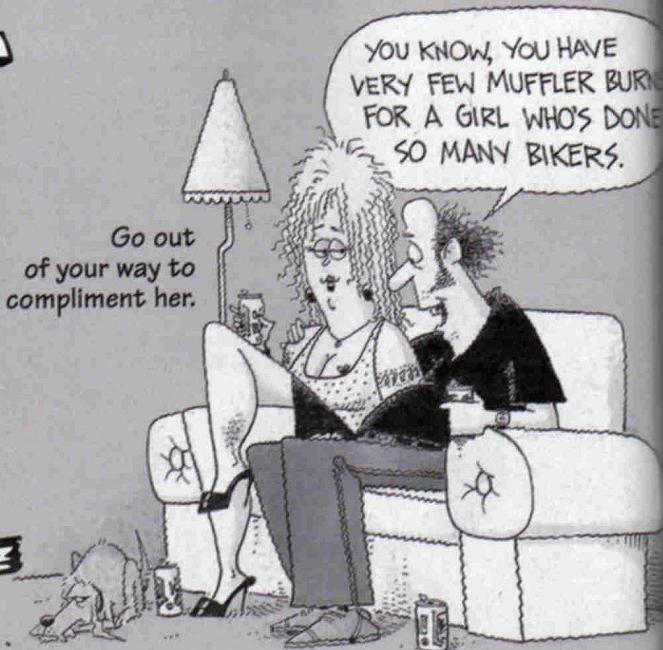
# TRAILER TRASH DATING



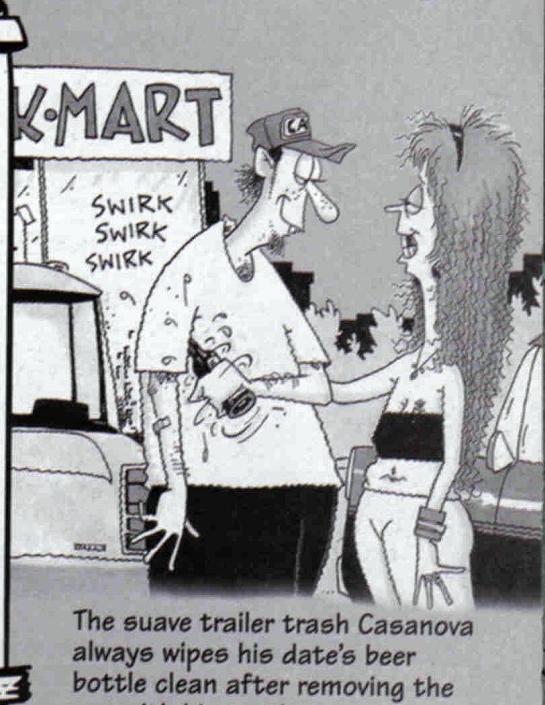
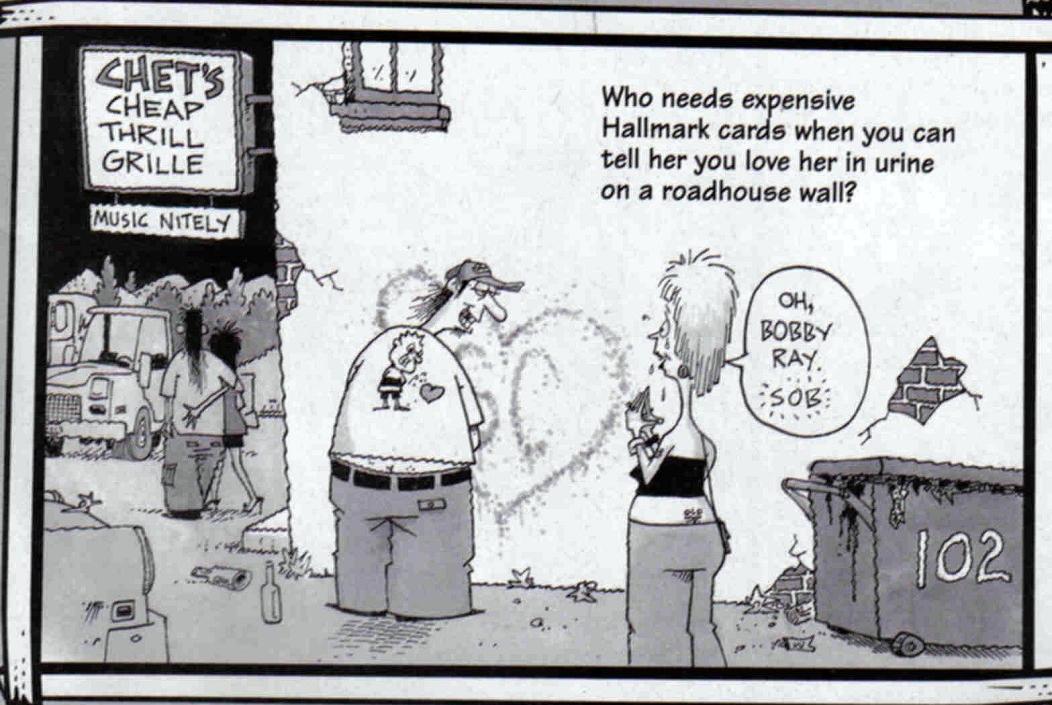
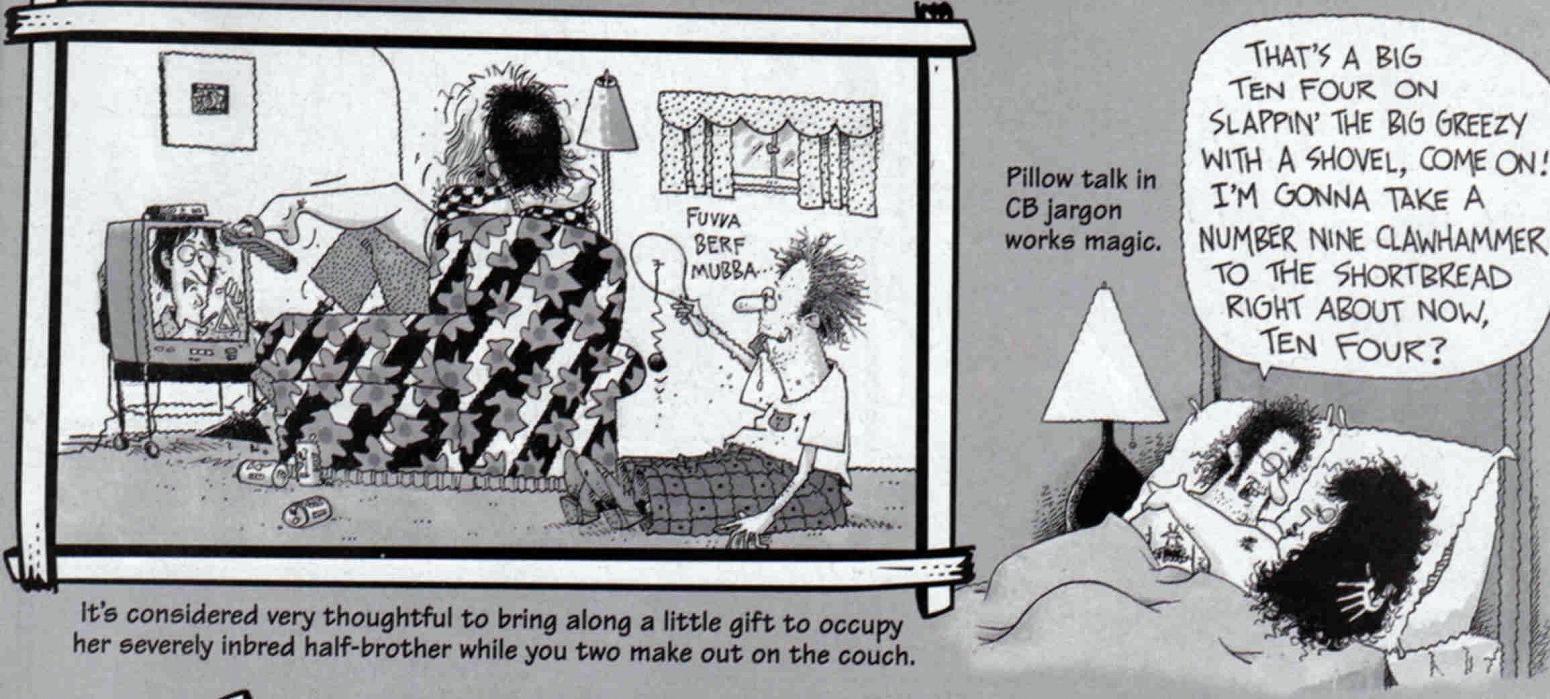
A good rule of thumb: if she takes you home to meet her parents, make sure beforehand that at least one of them is not also yours.



On the first date, never reveal where the space aliens probed you.



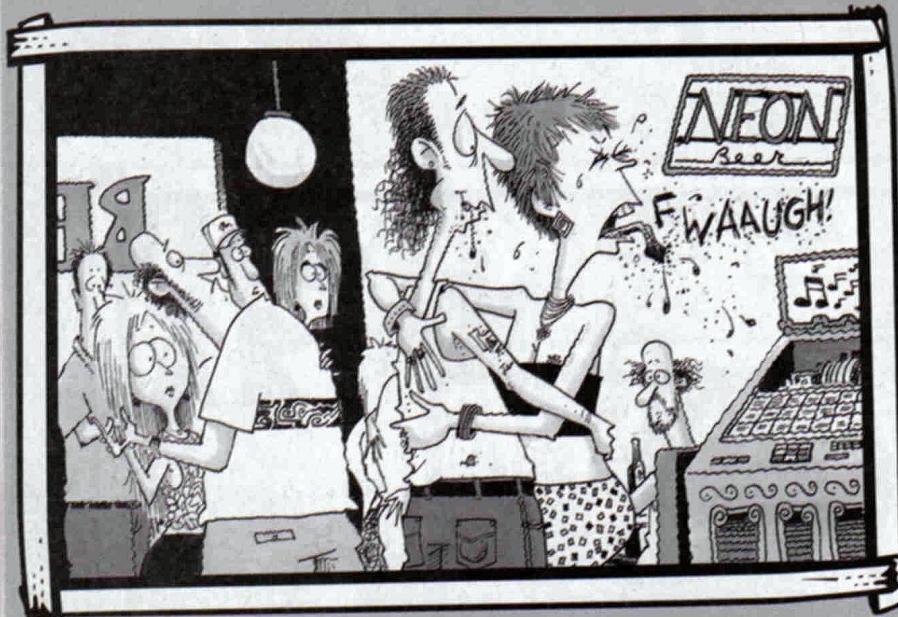
Go out of your way to compliment her.



Nothing says "Forever" like scraping her initials in your plaque with a jackknife.



Having a working knowledge of black velvet painters is always a plus.

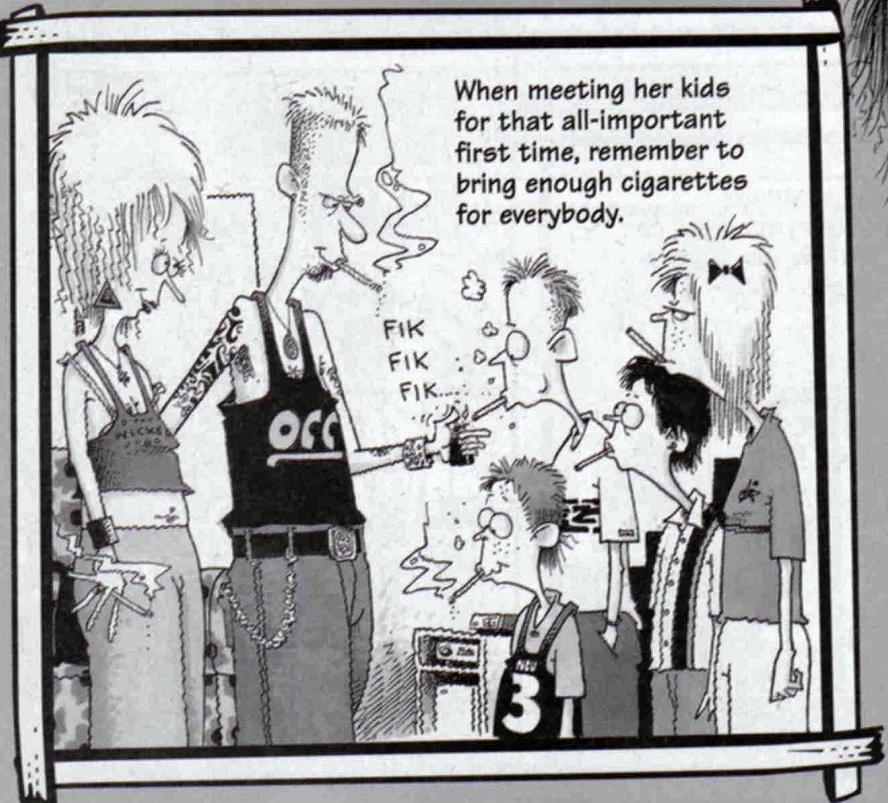


Swap spit, not Skoal.

## COMPLIMENTS SURE TO WIN THE HEARTS OF TRAILER TRASH LADIES

When meeting her kids for that all-important first time, remember to bring enough cigarettes for everybody.

FIK  
FIK  
FIK



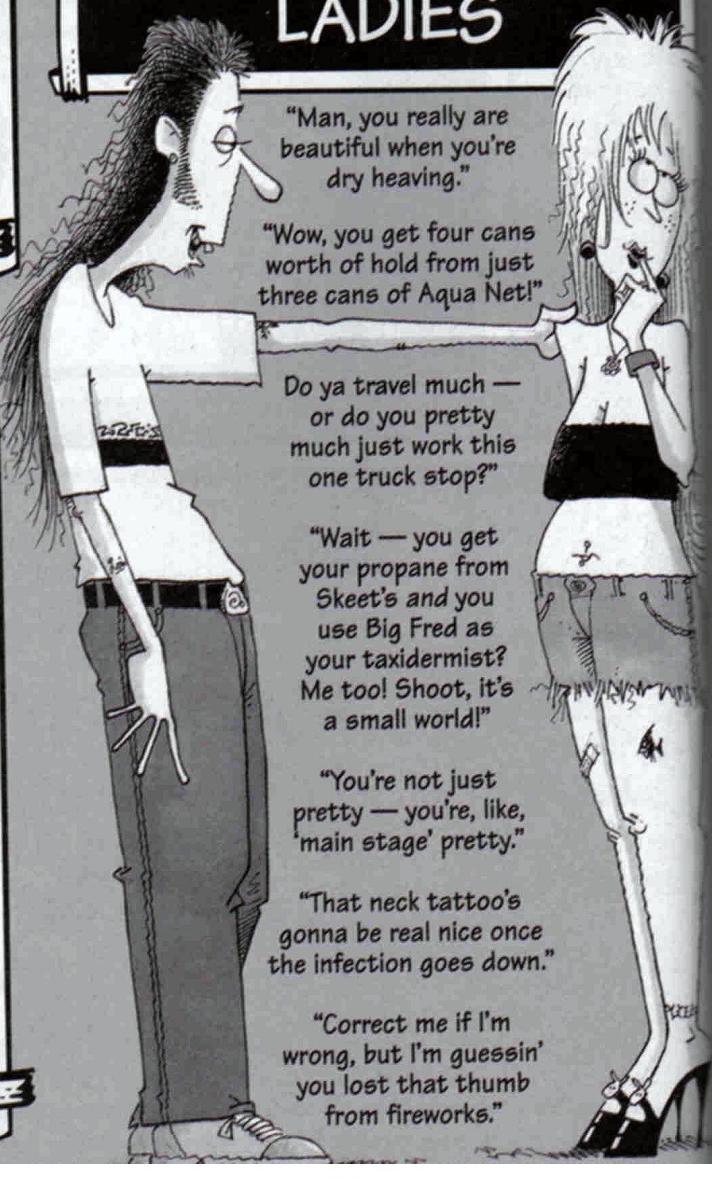
Do ya travel much — or do you pretty much just work this one truck stop?

"Wait — you get your propane from Skeet's and you use Big Fred as your taxidermist? Me too! Shoot, it's a small world!"

"You're not just pretty — you're, like, 'main stage' pretty."

"That neck tattoo's gonna be real nice once the infection goes down."

"Correct me if I'm wrong, but I'm guessin' you lost that thumb from fireworks."





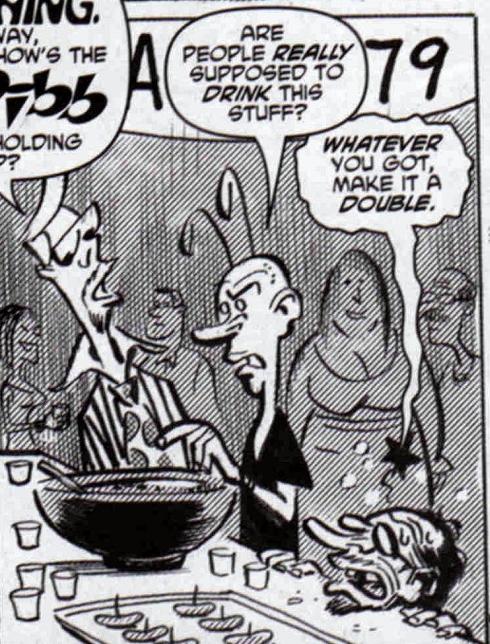
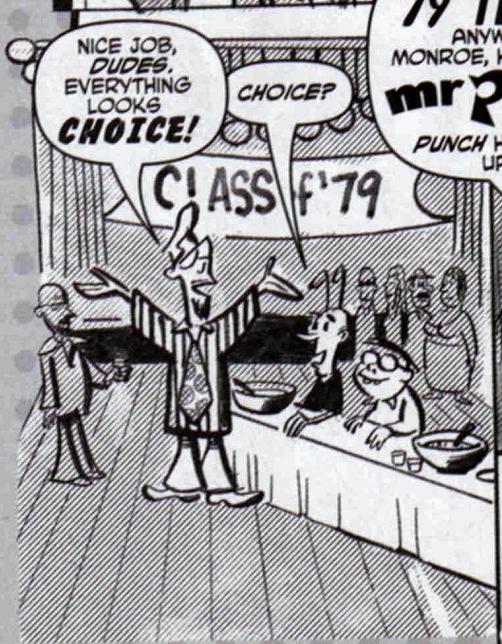
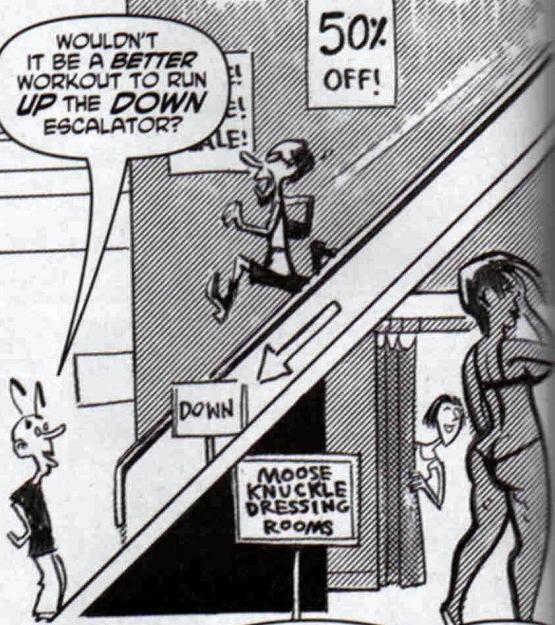
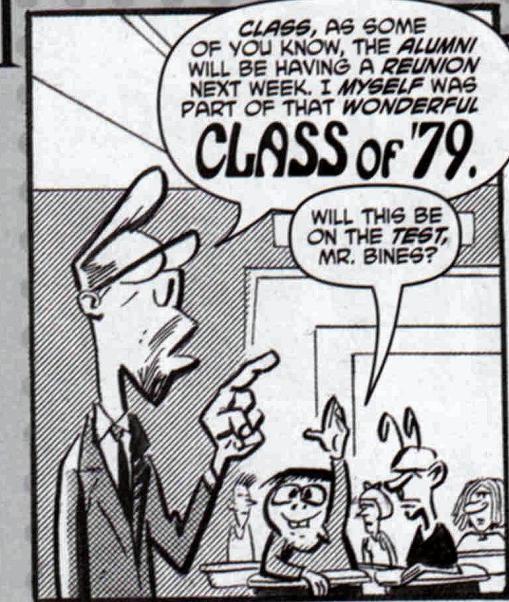
ANGSTER'S PARADISE DEPT.

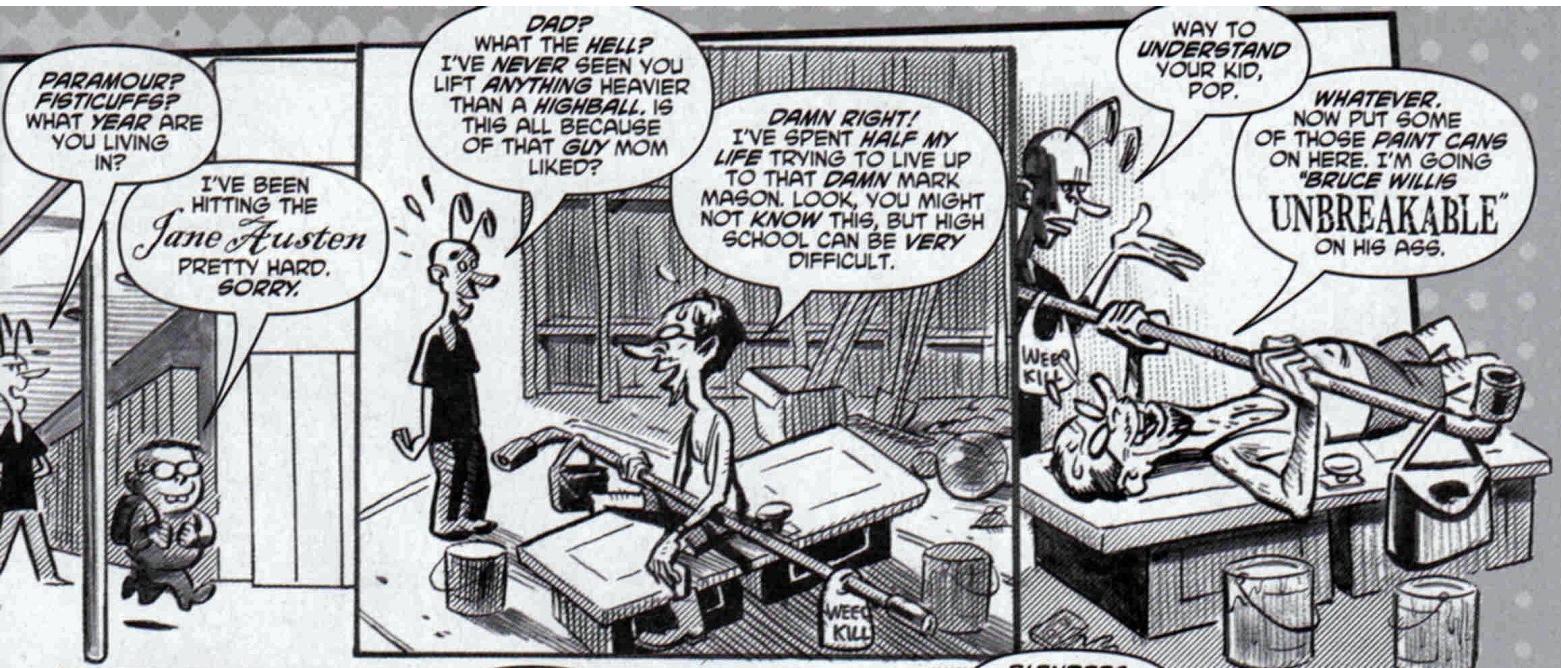
You  
can't  
go to  
home-  
room  
again.  
It's...

# Monroe and... THE REUNION



# Monroe





# Monroe

SO, WARNER,  
THINK I CAN GET MY  
**PORNOS**  
BACK NOW?

WE BURNED  
ALL THAT  
GARBAGE! MY  
GOD, YOU'RE  
A MESS!

THEY'RE NOT  
USUALLY THIS BAD,  
PRINCIPAL. THEY'RE  
JUST FREAKED OUT  
ABOUT THIS  
MARK MASON  
GUY.

MARK MASON?  
DON'T EXPECT  
HE'S GONNA BE  
WALKING THROUGH  
THE DOOR.

OH, TOO  
GOOD FOR  
EVERYONE,  
HUUH?

NO,  
TOO DEAD  
FOR EVERYONE.  
BRAIN ANEURYSM.  
**BAM!** JUST  
LIKE THAT.



YOU KNOW,  
MONROE, IT'S SAID  
"THE APPLE DOESN'T  
FALL FAR FROM THE  
TREE." LOOK AT THEM,  
AND YOU SEE YOUR  
FUTURE.

OH,  
MAN... AND  
I THOUGHT  
IT COULDN'T  
GET ANY  
WORSE...

HEY,  
MONROE,  
THIS PIBB  
AIN'T GONNA  
FRESHEN  
ITSELF!

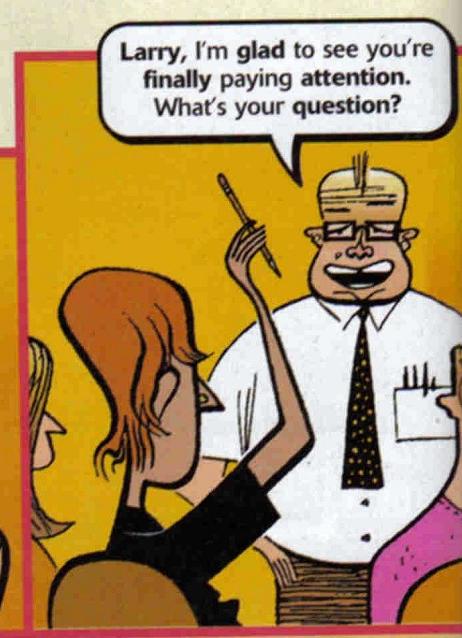
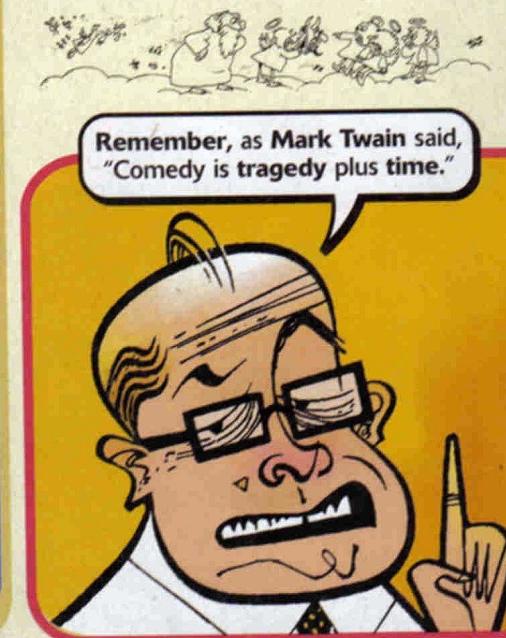
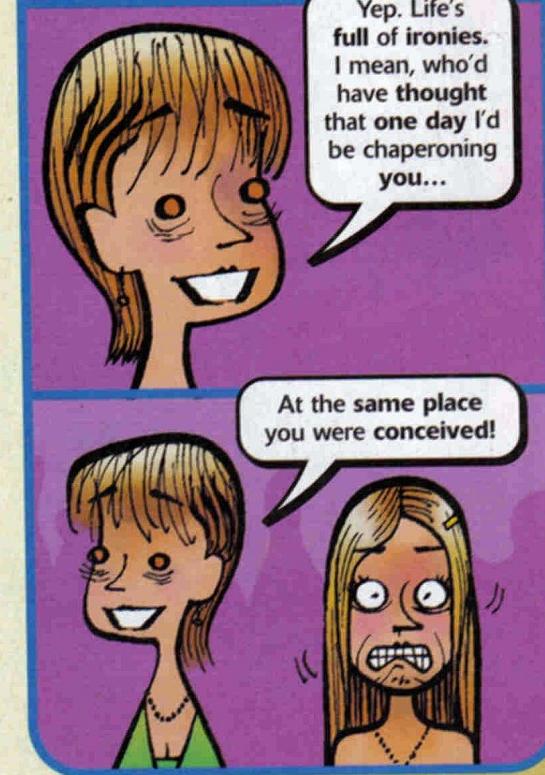
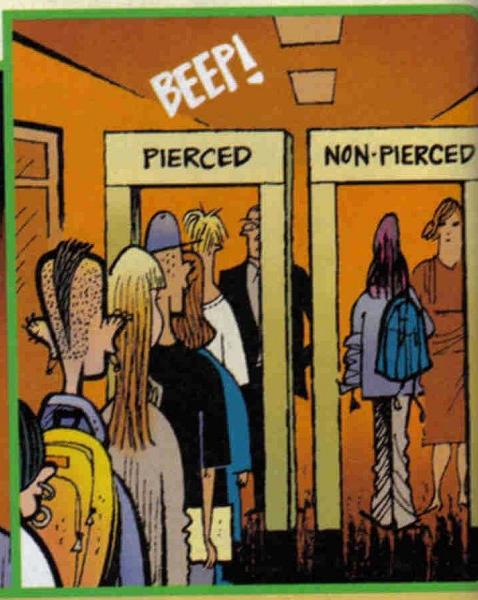
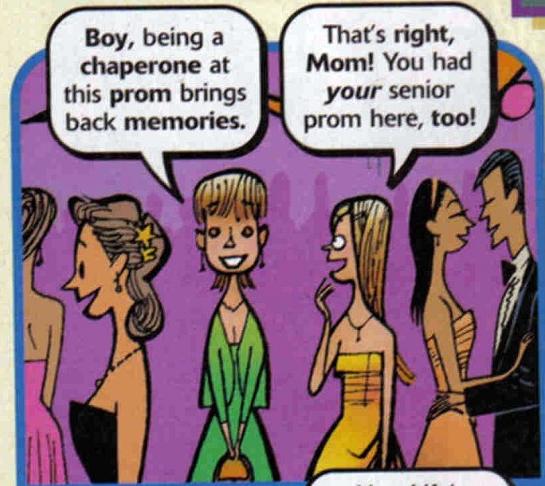
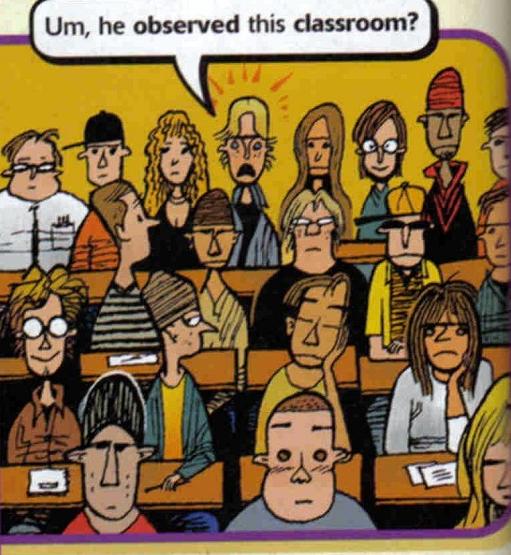
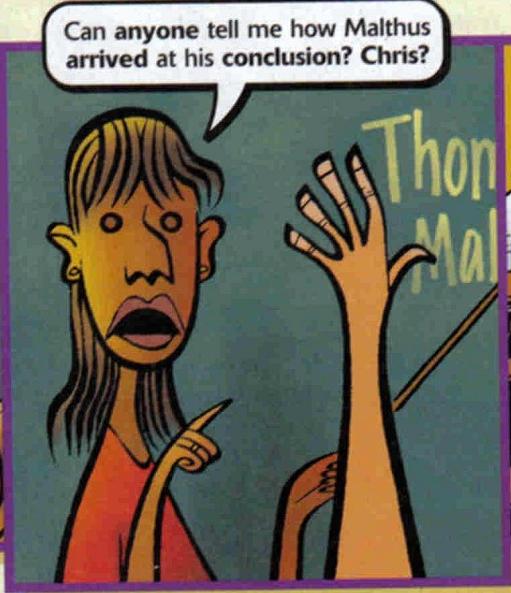
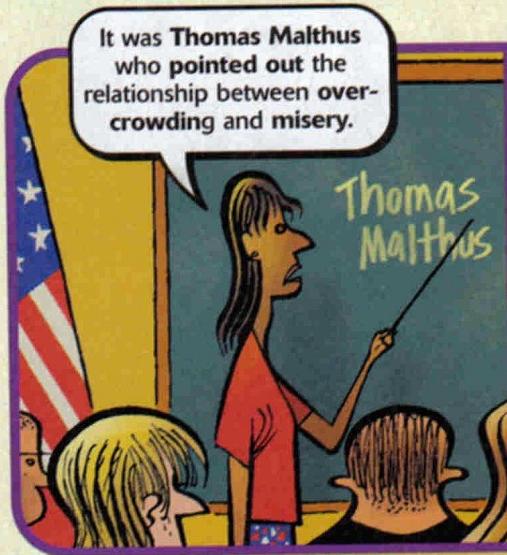


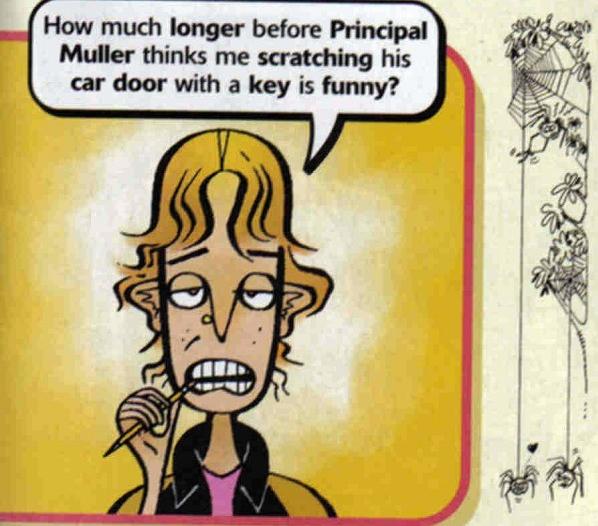
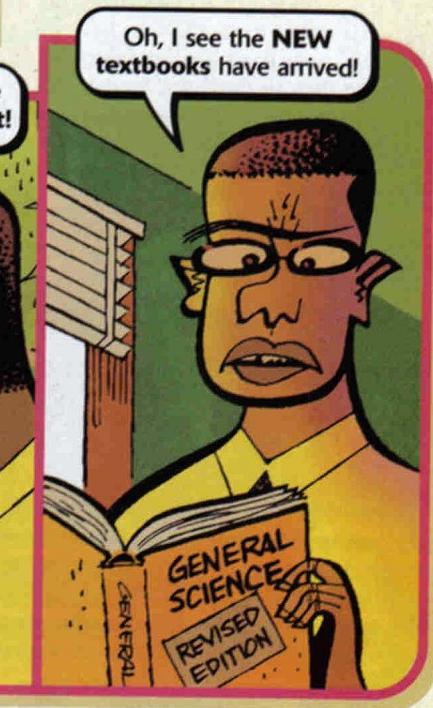
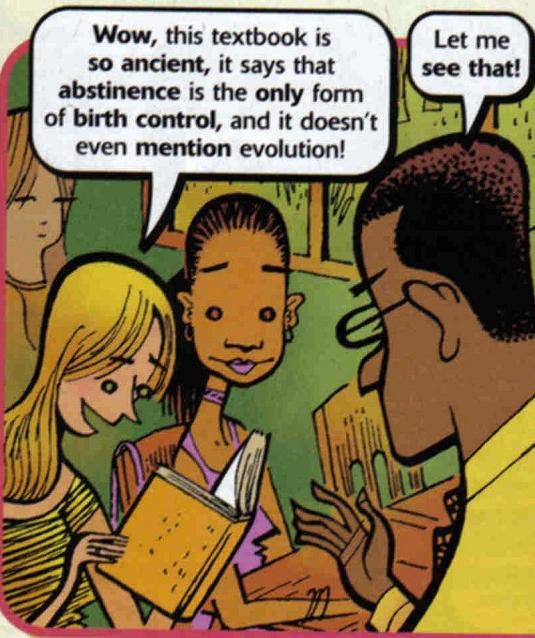
TONY B.  
B.J. Wray



A PAIN IN THE CLASS DEPT.

# The MAD WORLD of... SCHOOL





And that concludes my report on The War Between the States.

Very good, Jessica. You're next, Freddy. Come up here and give your oral report.

Uh, can I just send it in a group e-mail?

Young man, your teacher said you got caught using a fake I.D.

Yeah.

I don't get it. We're 30 miles from the city, yet all these kids are dressing like they're from the 'hood.'

They are!

The White-Upper-Middle-Class-Bored-To-Death-With-Suburbia-hood!

I want you to tell me where you got it right now!

Please, Dad, don't ground me!

I hear budget cuts forced you to end the Phys. Ed. program.

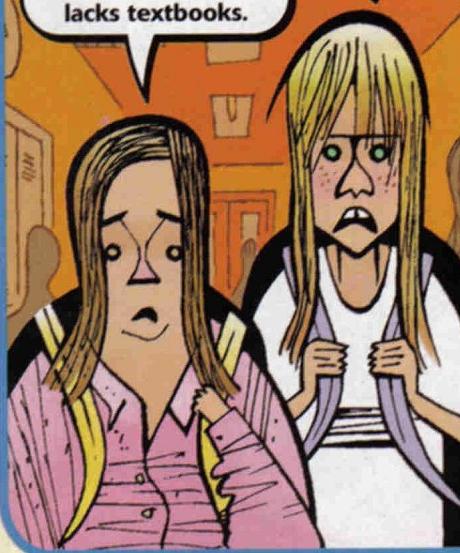
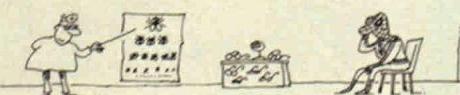
Yeah, but I found a way to make sure the students still get exercise...

Did you hear? At last night's PTA meeting, the teachers were bitching that the school lacks textbooks.

It's no wonder...

I'm carrying them all here in my knapsack!

I cut the time between classes to one minute!





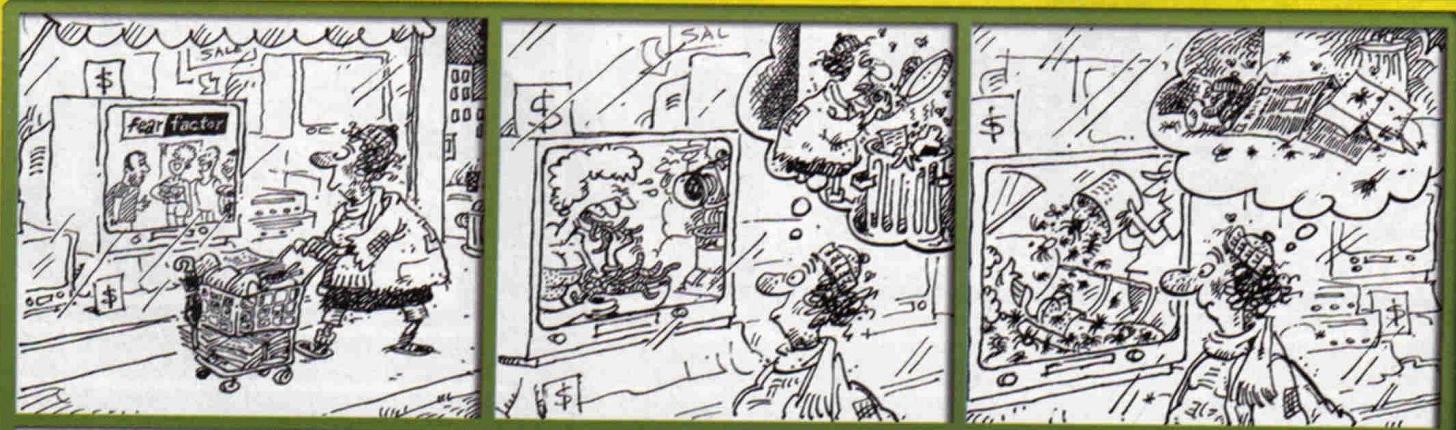
SERGE-IN GENERAL DEPT.

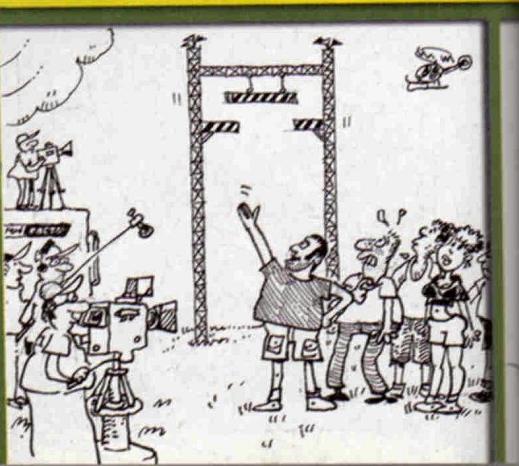
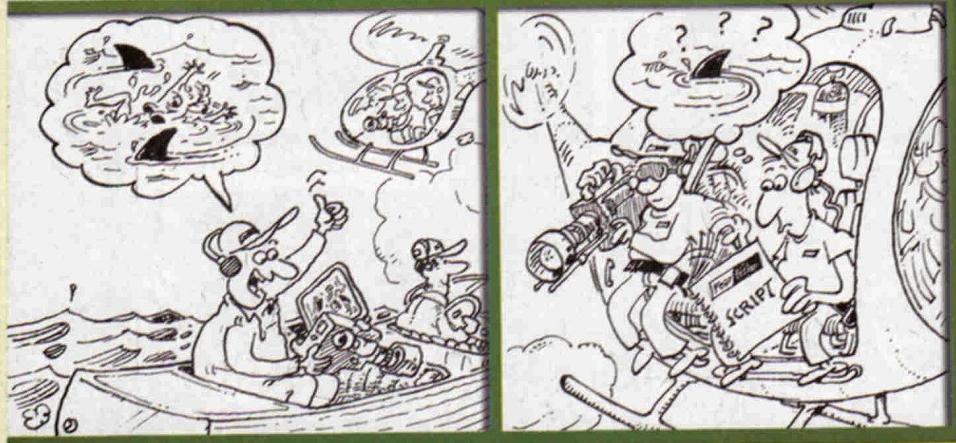
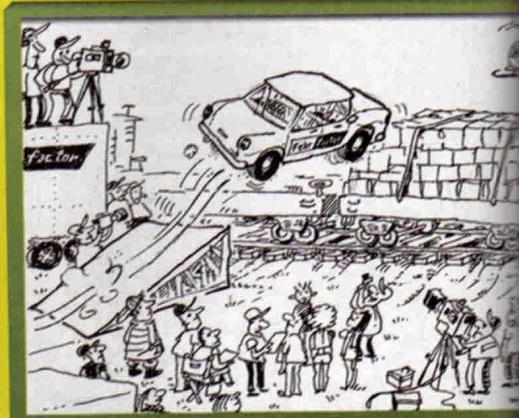
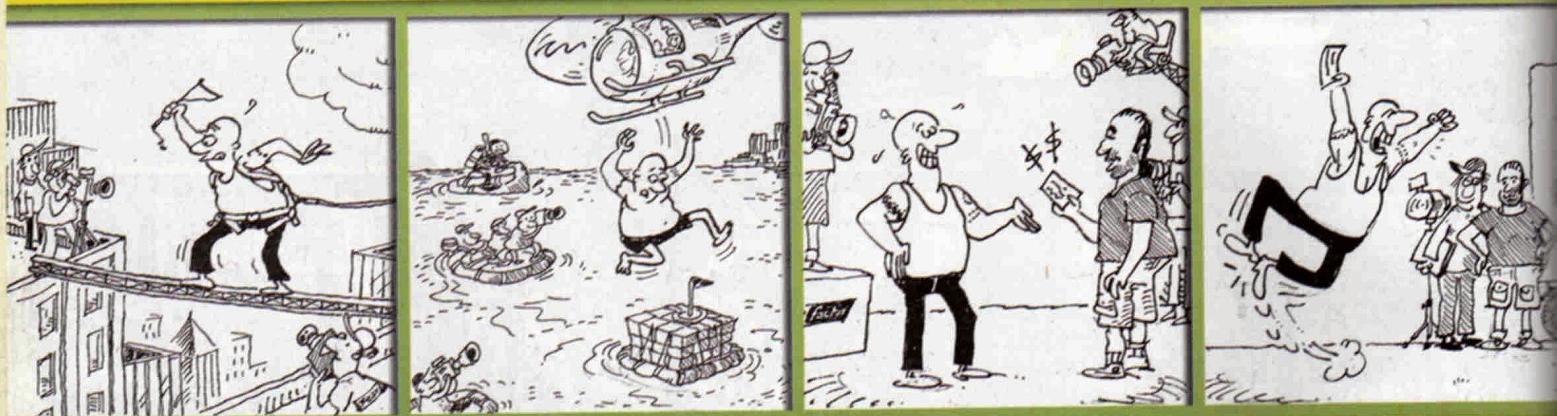
Sergio Aragones

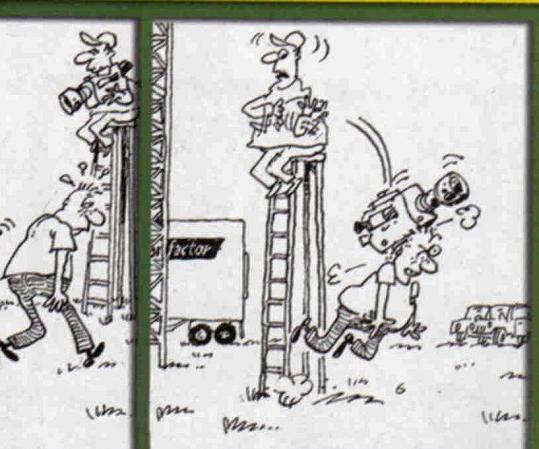
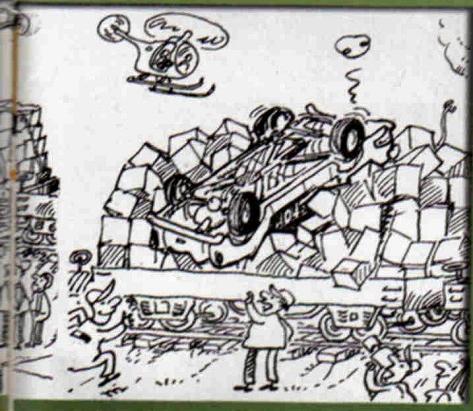
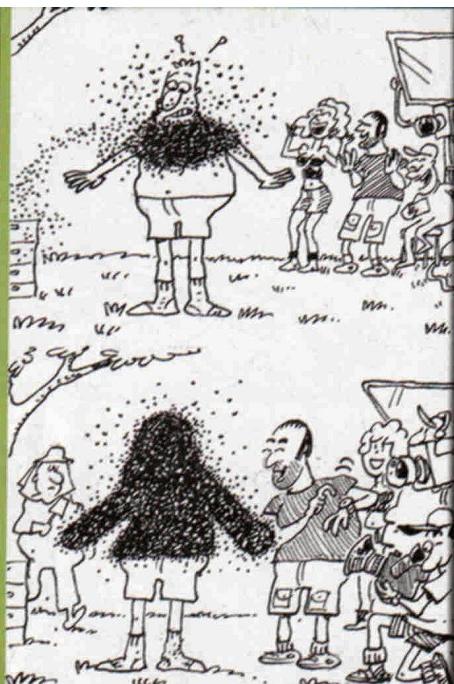
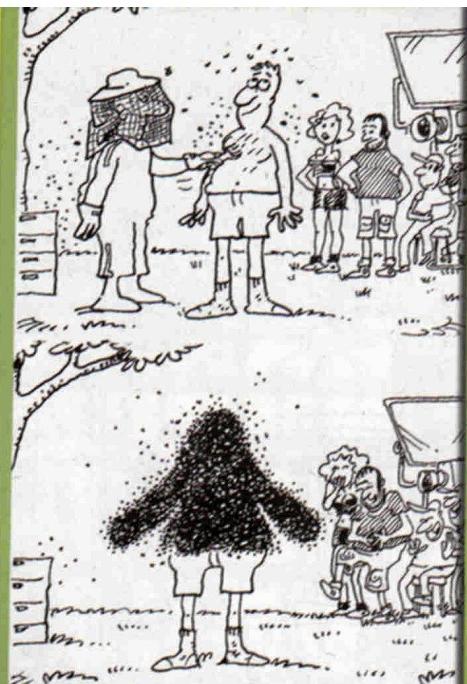
# presents a MAD LOOK

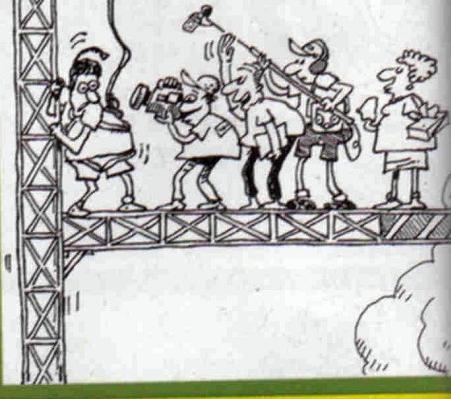
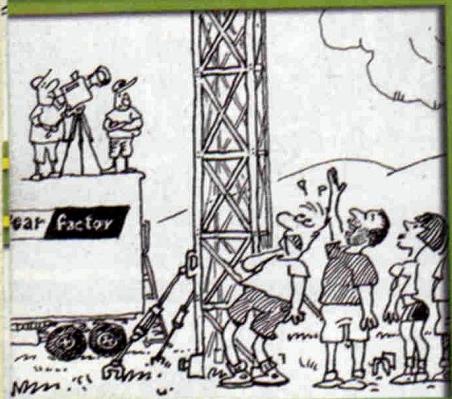
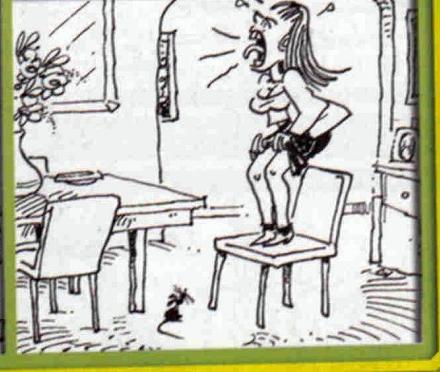
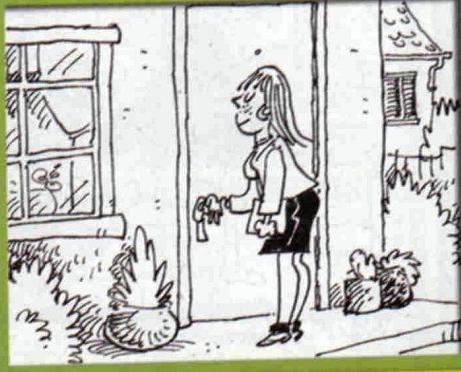
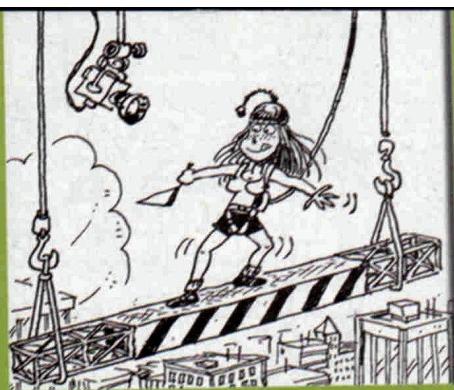


ARTIST AND WRITER: SERGIO ARAGONES











PLACATE STATION DEPT.

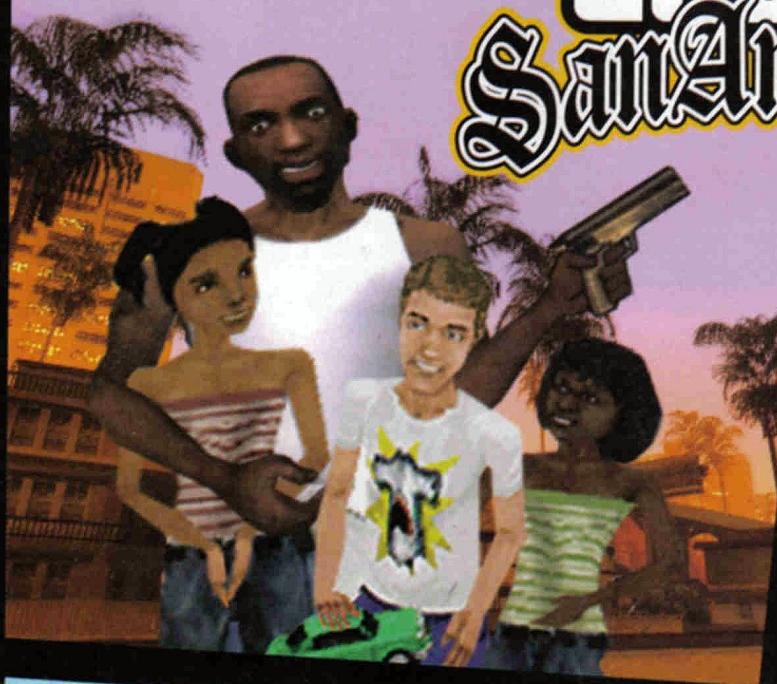
Those guys at Rockstar Games really got burned when they released *Grand Theft Auto: Vice City* a couple of years ago! There was so much criticism and media uproar over the game's depictions of random violence, crude language and socially unacceptable behavior that it's estimated to have lost almost .00043% of potential sales! They weren't about to let that happen again! That's why in their newest game, designers built in some civic-minded, downright upstanding features even Bill O'Reilly could endorse! So the next time you play it, watch for these...

# SOCIALLY REDEEMING FEATURES ADDED TO

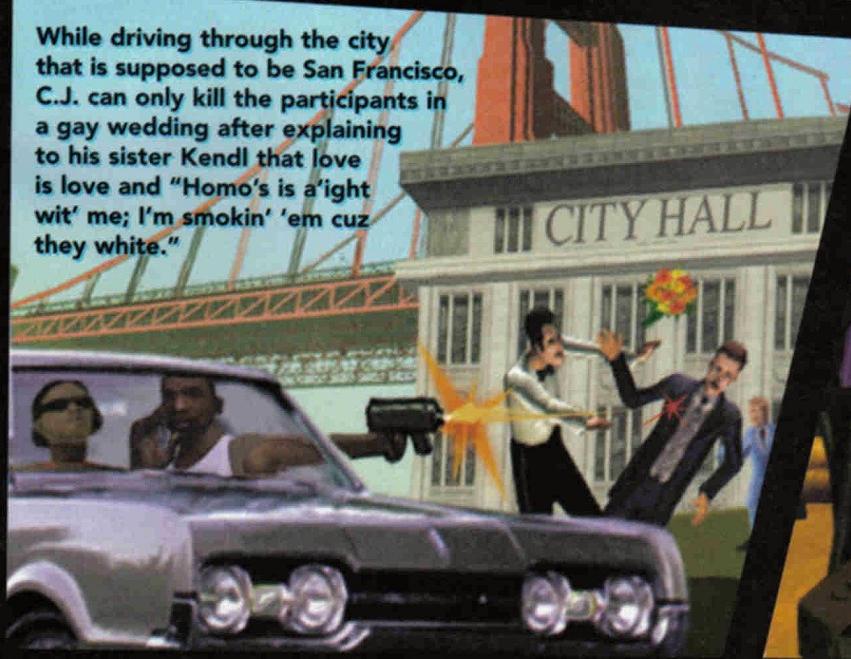
# grand theft auto

## San Andreas

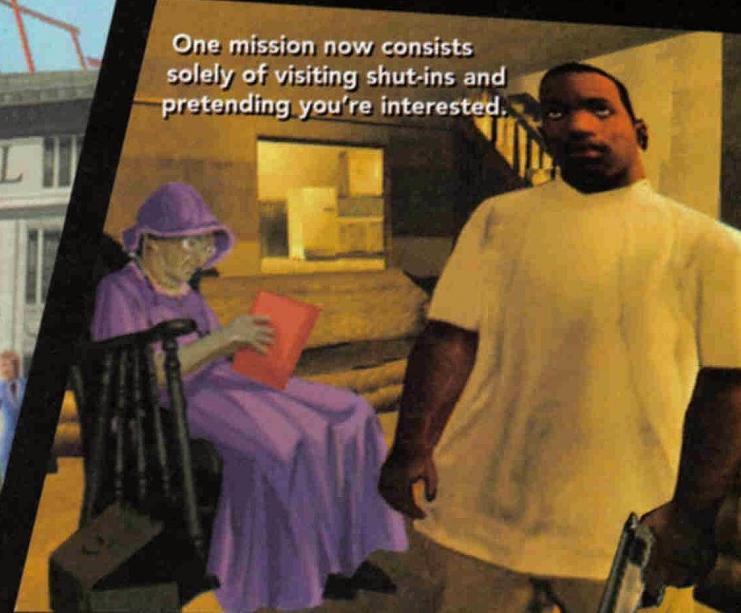
Hitting the right arrow button during Mission 3 makes C.J. turn to the screen, lecture children on the benefits of staying in school, and then hug.



While driving through the city that is supposed to be San Francisco, C.J. can only kill the participants in a gay wedding after explaining to his sister Kendl that love is love and "Homo's is a'ight wit' me; I'm smokin' 'em cuz they white."

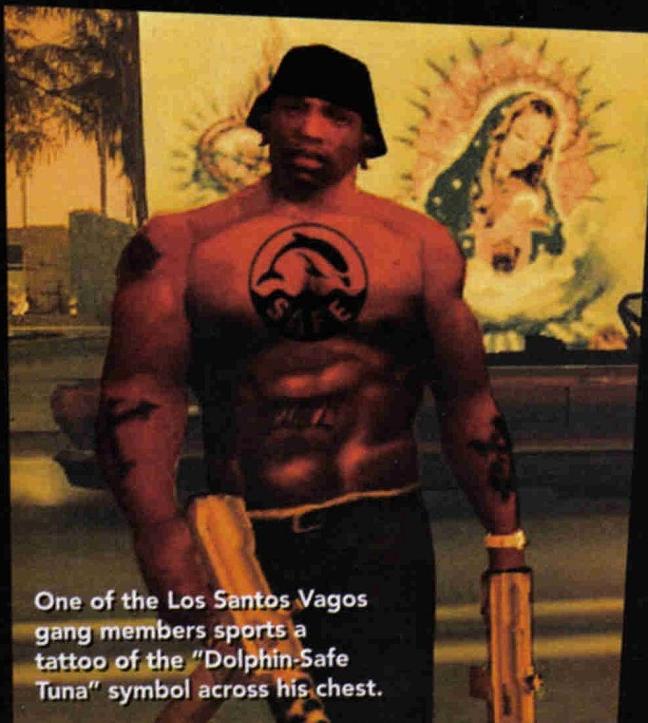
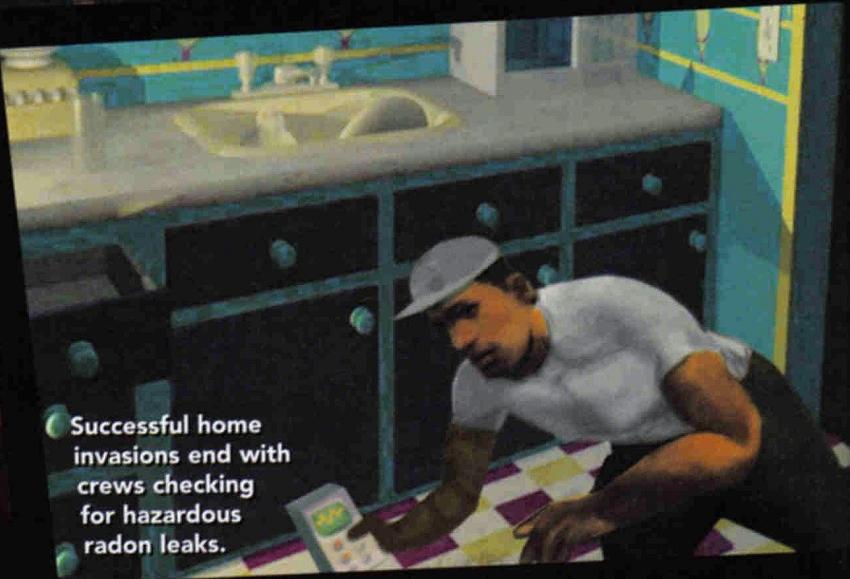
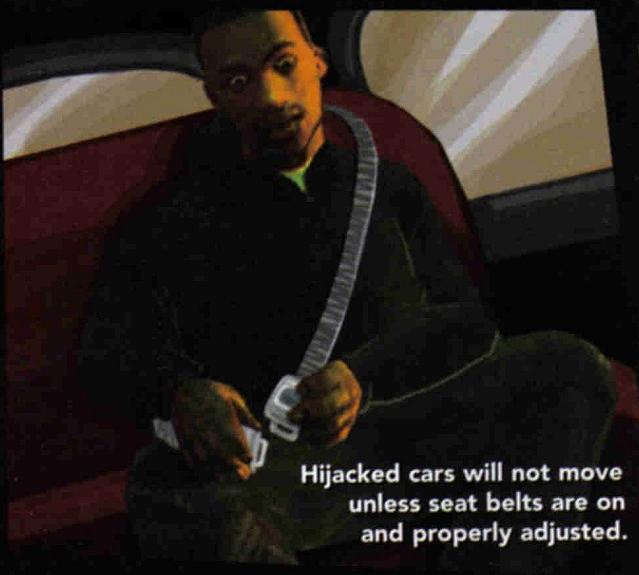


One mission now consists solely of visiting shut-ins and pretending you're interested.

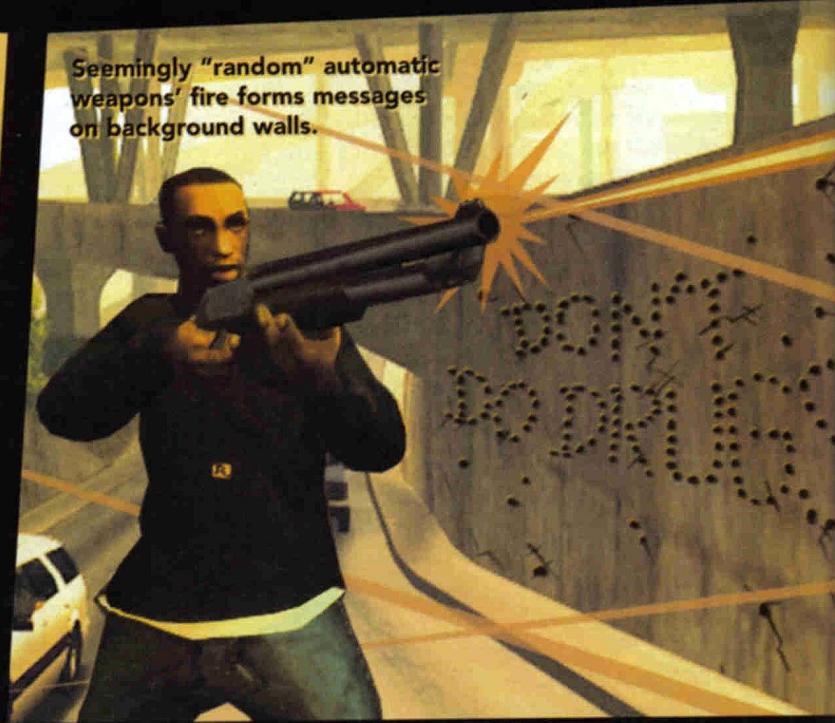




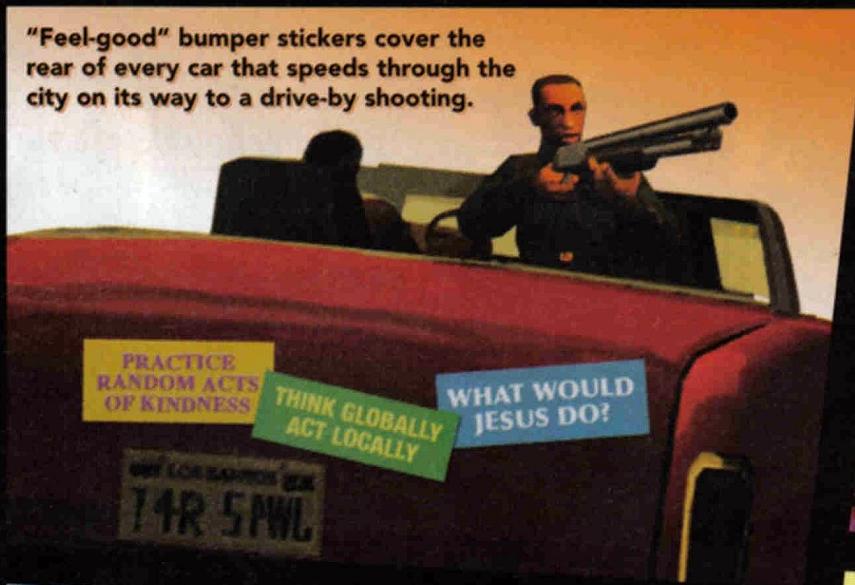
After freeing the victims of a human slave-trafficking ring stuck in a ship at a port in San Fierro, a special cheat code allows Smoke to enroll them in an English as a Second Language course.



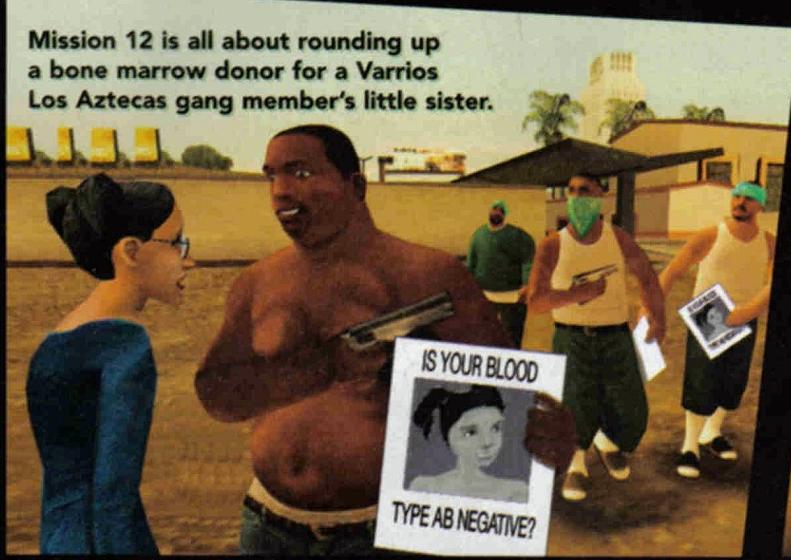
One of the Los Santos Vagos gang members sports a tattoo of the "Dolphin-Safe Tuna" symbol across his chest.



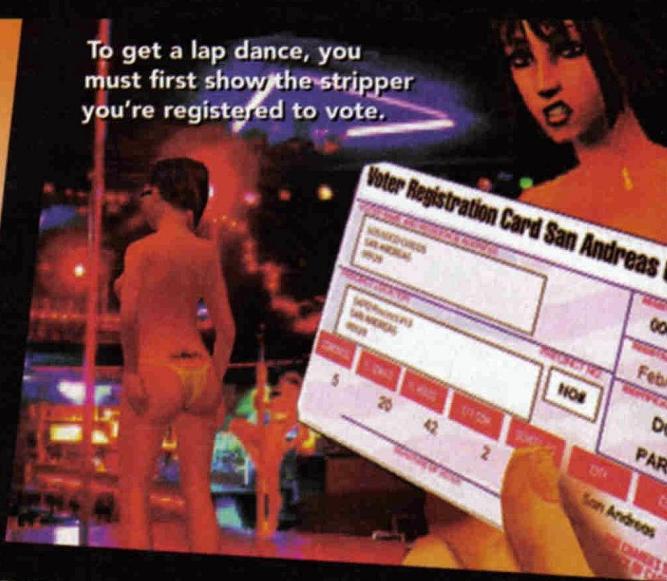
"Feel-good" bumper stickers cover the rear of every car that speeds through the city on its way to a drive-by shooting.



Mission 12 is all about rounding up a bone marrow donor for a Varrios Los Aztecas gang member's little sister.



To get a lap dance, you must first show the stripper you're registered to vote.

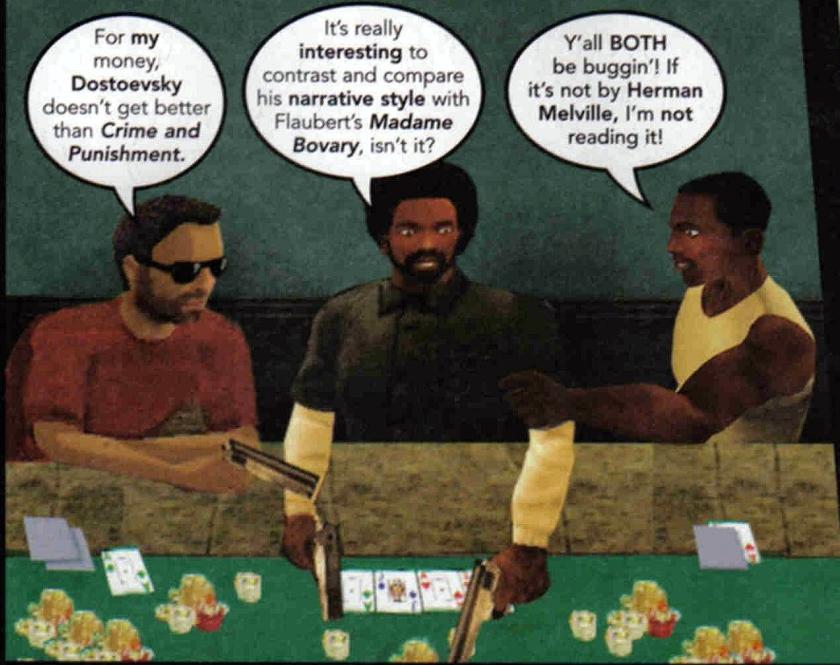


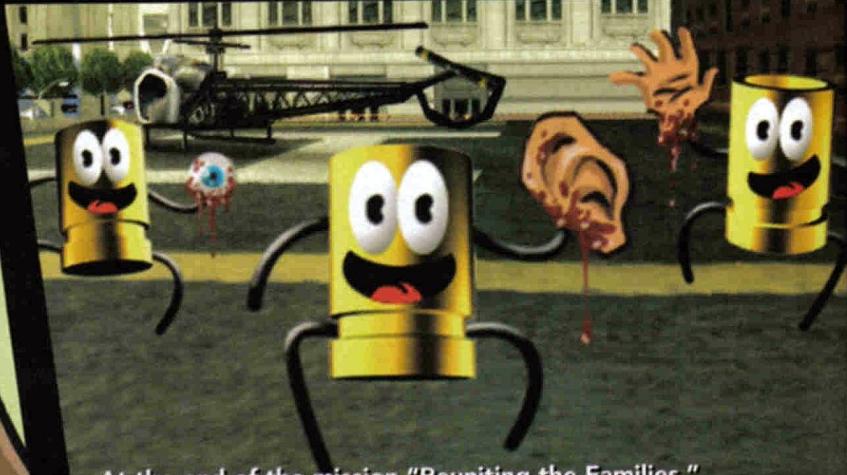
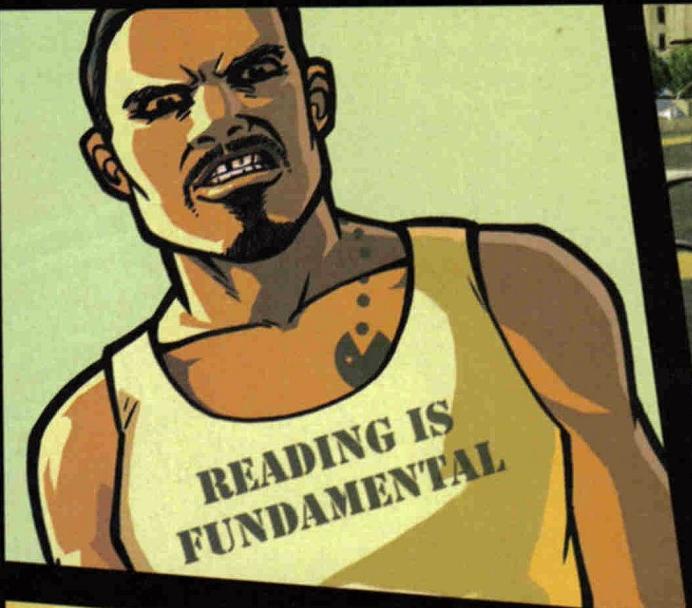
Each of the twelve small towns on the way to San Fierro has a high school car wash fund-raiser.

Please Support S.A.H.S. Cheerleaders

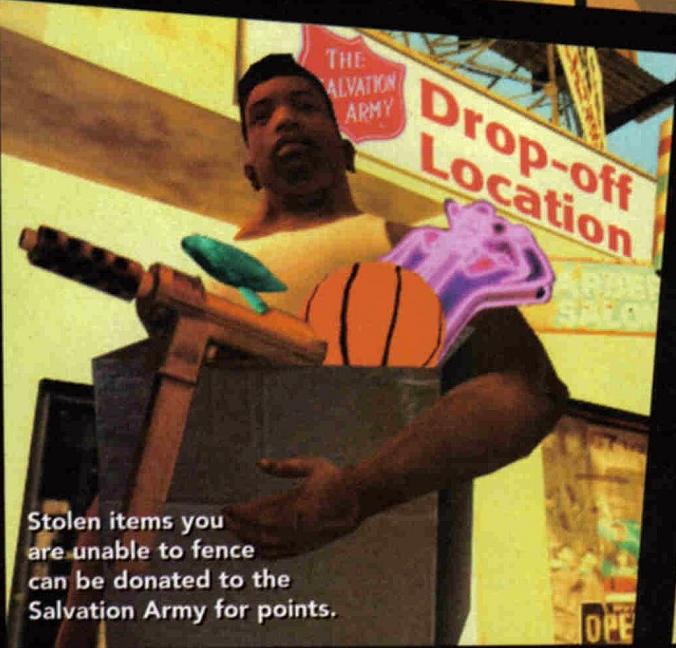


Before every third hand of poker in one of the Las Venturas gambling casinos, the characters around the table have a book club-style discussion of a classic novel they've all read.

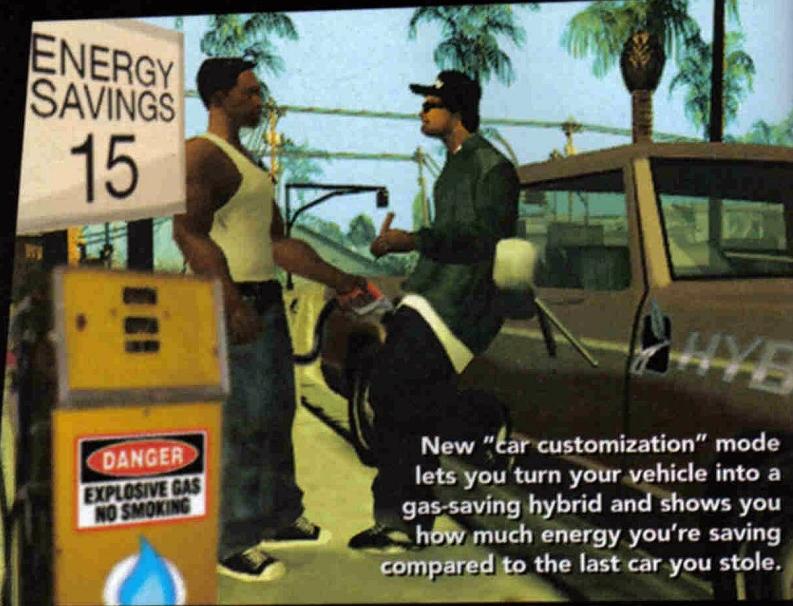




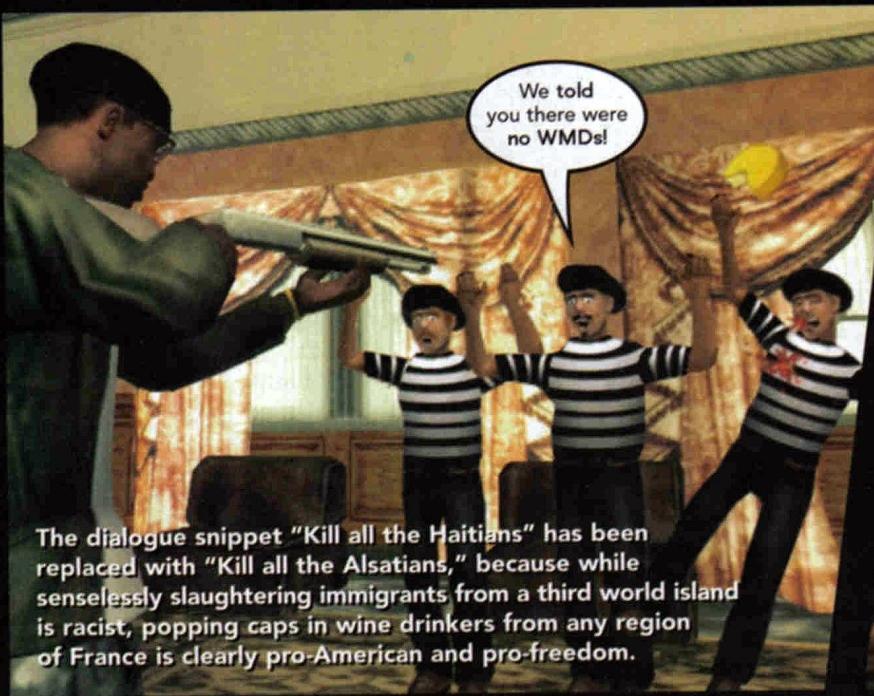
At the end of the mission "Reuniting the Families," spent bullet shells come to life and chant "Give a Hoot, Don't Pollute!" while cleaning up the body parts of the policeman chopped up by the helicopter.



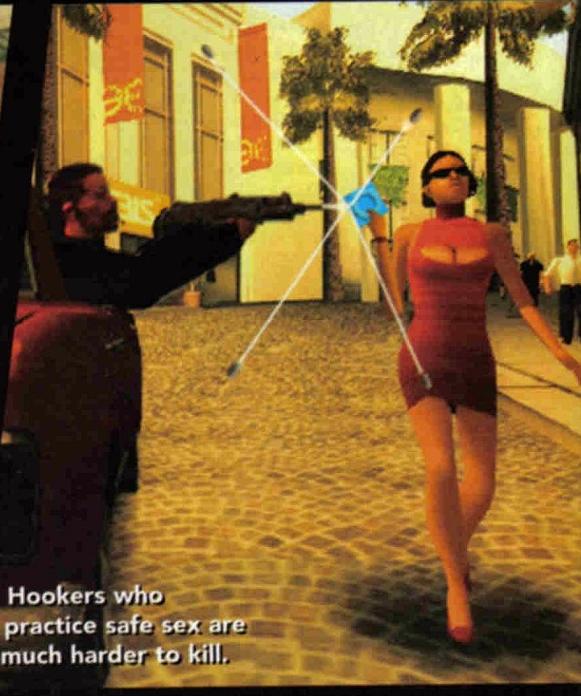
Stolen items you are unable to fence can be donated to the Salvation Army for points.



New "car customization" mode lets you turn your vehicle into a gas-saving hybrid and shows you how much energy you're saving compared to the last car you stole.



The dialogue snippet "Kill all the Haitians" has been replaced with "Kill all the Alsatians," because while senselessly slaughtering immigrants from a third world island is racist, popping caps in wine drinkers from any region of France is clearly pro-American and pro-freedom.



Hookers who practice safe sex are much harder to kill.



INVITATION.CON DEPT.

@ Evite: Britney Spea



Back Forward Stop Refresh Home AutoFill Print

Address: @ <http://www.evite.com/pages/invite/>@ <http://www.google.com/> @ <http://www.google.com/>

Favorites

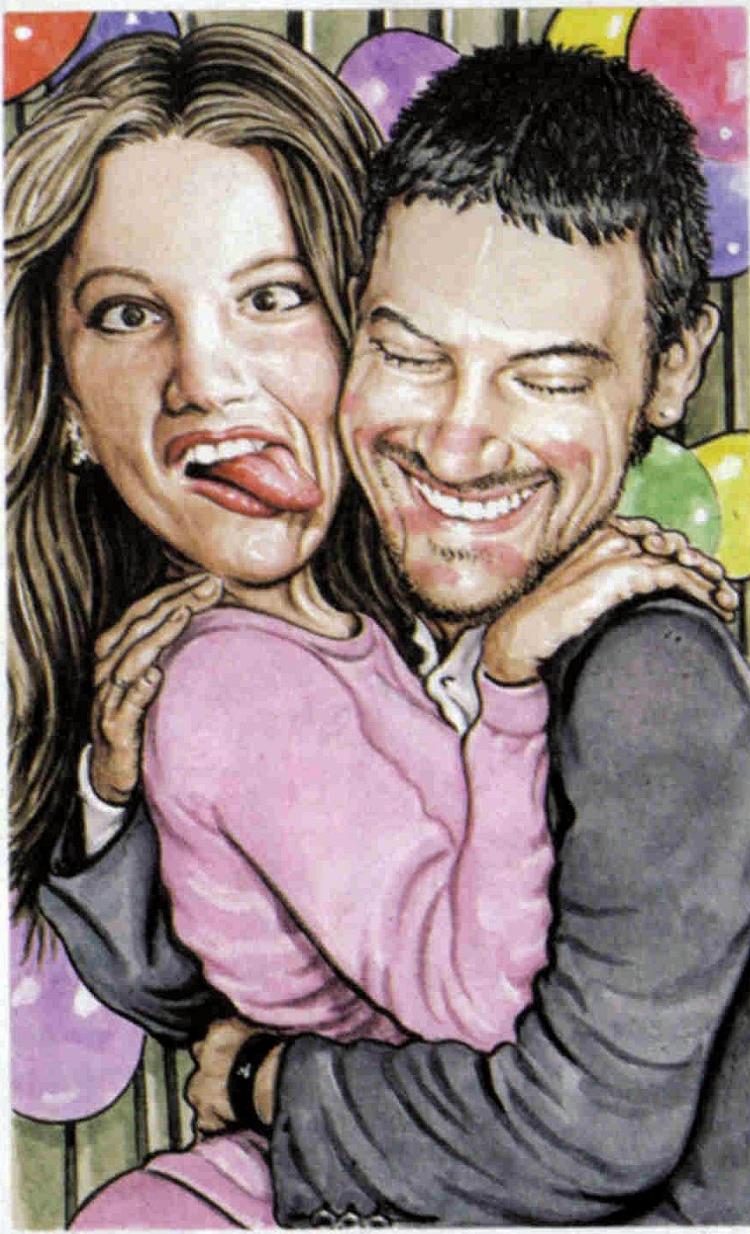
History

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## Britney Spears' Eng



From: Britney S

Location: Our frien  
(Why sta

When: Septemb

Oops, I did it again! Th  
used to having his eve  
as a backup dancer fo  
over Justin!) Anyway,  
I've been so busy wr

Check Guest Replies

urs' Engagement Evite.



Mail

> go



## Wedding ~~Engagement Party~~ Evite

Spears & Kevin Federline (he's a backup dancer)

nd's ratty home in Studio City, Los Angeles  
rt classing it up all of a sudden?)

per 18, sometime after Britney's 15th vodka & Red Bull of the evening

hat's right, y'all, I'm getting married – this time to a guy who's already  
ery move questioned and ridiculed. After all, he actually chose a career  
or cheesy pop stars like Justin Timberlake! (Just kidding, I'm so totally  
I haven't had time to send out real invitations for my wedding because  
ting my next album. (Just kidding again!)

### Will You Attend?



Yes



No



Maybe

Keith Richards Who the f#\$% is Britney Spears???

[Spell Check](#)

How many guests total  (incl. you)

[Post Your Reply](#)

## Attending (Yes)

• **Mommy Lynne** Oh, Britney! It seems like only yesterday that you were writhing around half-naked at the Superdome, telling a crowd of 50,000 pre-pubescent girls that you're really, really horny! But now look at you — getting married, having it annulled, getting married again... You're making your own decisions, just like a grown-up and, well, er, it's probably best I leave it at that... P.S. Make sure whassisname signs that damn pre-nup!!!!

• **Daddy Spears** My sponsor was reluctant to let me out of rehab early, but I pointed out that if anything's going to make me sober up, it's the sight of my own daughter making a drunken ass of herself at her wedding. Again.

## Undecided (Maybe)

• **J-Lo** Really hope I can make it — I LOVE weddings!!!!

• **Janet Jackson** I'll only be there if I can find something appropriate to wear...

• **Justin Timberlake** Hey, hey, Brit! Bess' watcha dress like Janet, 'cause I'm 'a be up in that piece, ha HA! Fa 'real! Yo — if you think iss' hard f'me t' talk like this, 'magine typin' like it!! Damn! But, yo, iss' in m' contrak!

• **Madonna** Only if I can I kiss the bride — again!

• **rolling.stone.editor** Thanks for the invitation — we will make every attempt to be there! How could we not? Without your willingness to bare your heinie on our cover every three months, our circulation numbers would be dropping off almost as fast as your album sales!

• **Ashton Kutcher** Is our deal still on? During your wedding ceremony, as soon as you get to the part where you're supposed to say "I do," I'll jump out and yell, "You've just been punk'd!" at this Federline loser, right?

• **Colin Farrell** Let's see... a party full of drunk, vulnerable single women. I'd be like a f#\$%in' pig in #\$\$%, Brit!

• **\*NSync** We know you were closest with Justin, but the rest of us really appreciate that, unlike everyone else, you haven't forgotten us! Unfortunately, we've got a big show booked that night. But maybe we could swing by afterwards — Bat Mitzvahs don't usually run that late, do they?

• **Michael Jackson** When I was a little boy growing up in Indiana, if someone told me I'd be getting the Groomsman of the Millennium award, I'd never have believed it!

- **Lindsay Lohan** I just love weddings! There's nothing more beautiful than when two people who love each other look into one another's eyes and exchange vows. It's so genuine, so untarnished. So...real, you know? I can't think of a purer thing. That reminds me, I was talking to Dr. Saunders about your wedding, and he recommended we both wear dresses that highlight our cleavage. Better get our money's worth, right?
- **Bobby Brown** As long as it doesn't violate the terms of my parole, I'd go anywhere for you, girl — I owe you big time for covering "My Prerogative." Those royalties will really help support my drug habit. Wait, I mean my wife's drug habit. Wait, I mean my wife. Hell, who am I kidding?
- **Whitney Houston** Crack is WACK!!!!
- **The Neptunes** Is this a black-tie wedding? Pharrell never goes anywhere with a shirt on.
- **Shar Jackson** I'll be there if I can find a babysitter for your fiancé's bastard children.
- **Christina Aguilera** I can't even remember whether we're feuding right now. You wouldn't dare wear white for your ceremony, would you? What color will the bridesmaids' dresses be? I wouldn't want people to think I was in your bridal party because my pasties were a matching color!
- **R. Kelly** Will your little sister Jamie Lynn be there?

## **Declining (No)**

---

- **Jason Allen Alexander** My stupid shift manager at Shoney's is refusing to give me the night off!
- **Mick Jagger** Please remove me from your mailing list.
- **Fred Durst** After the way you dumped me, there's no reason in the world that would make me attend. Wait, hang on a sec, is Angelina Jolie gonna be there?
- **Paul McCartney** Please remove me from your mailing list.
- **Aretha Franklin** Please remove me from your mailing list.
- **Bruce Springsteen** Please remove me from your mailing list.
- **Billy Joel** Sorry, my car's in the shop.

## **Not Yet Replied**

---

- **Rick James**





### WORLD WIDE WEB-SLINGER DEPT.

Recognize this guy below? Kind of looks like Spider-Man in a dress and toe shoes, doesn't it? Seeking to expand its audience to geeks worldwide, Marvel Comics recently announced the creation of a new version of the Webhead, for a comic called "Spider-Man India." Spidey's secret identity will change from Peter Parker to Pavitr Prabhakar, his costume will feature elements of traditional Indian dress and he'll square off against Rakshasa, a demon from Indian myths! Okay, it's a start, but what we'd REALLY like to see is the day...

**WHEN SPIDER-MAN GOES COMPLETELY INTERNATIONAL**

**SPIDER-MAN IRELAND #1**  
SHAYNE FOWLER D. RODRIGUEZ

**WEB-CRAWLER VS. THE PUB CRAWLER!**

**FRANCE #1**  
SHAYNE MARTIN A. LOPEZ J. RODRIGUEZ

**SPIDER-MAN BERMUDA #1**  
SHAYNE GARZA KIRBY COLORIS

*Will Today Be... The Day There Was an Actual Crime in Bermuda?!*

**SPIDER-MAN NETHERLANDS #1**  
SHAYNE RANEY GOING

*I'M PRETTY SURE AFTER THOSE BONG HITS I COULD CLIMB WALLS, SPIDEY POWERS OR NOT!*

**ONE NIGHT IN AMSTERDAM!**

**CHINA #1**  
SHAYNE MCLEOD

*SPIDEY ENTERS THE DRAGON... THE GOLDEN DRAGON!*

*1.2 BILLION PEOPLE IN THIS COUNTRY, AND I HAVE TO RUN INTO THE ONE GUY WHO'S PISSED AT ME!*

**INDIAN SPIDER-MAN ART: TIMOTHY SHAYNE**

# IRELAND: THE AMAZING O'SPIDER-MAN

SPIDER-MAN

ANOTHER TUESDAY NIGHT  
AT O'SULLIVAN'S PUB...

YOU'VE HAD  
THIS COMIN'  
FOR A LONG  
TIME!

TAKE THAT,  
O'SPIDEY!  
YE DRUNKEN  
DOG!

OOOF!

CALLIN'  
ME A CHEATER  
AT DARTS!

TREATIN'  
ME SISTER  
LIKE DIRT!

AND  
YE SPILL  
ME PINT OF  
GUINNESS!

AND THEN  
YE WENT OFF  
AN' BECAME A  
PROTESTANT!

I'M GOING  
TO KICK YER  
ARSE FROM  
HERE TO THE  
BLARNEY!

MOMENTS LATER...

FEEL  
BETTER,  
O'MALLEY?

AYE. THAT I  
DO. THANKS FOR  
LETTING ME GET  
THAT OUT OF  
ME SYSTEM,  
O'SPIDEY.

NO PROBLEM.  
SAME TIME  
TOMORROW?

AYE.

# FRANCE: LE SPIDER-HOMME

Spider-Man

AT PARIS' MOST FAMOUS ART MUSEUM, DR. OCTOPUS LOOKS TO EXPAND HIS COLLECTION...

YOU WILL NOT GET AWAY WITH STEALING THE MONA LISA! SPIDER-MAN WILL STOP YOU!

HA! THAT PITIFUL, BAGUETTE-EATING WALLCRAWLER IS NOWHERE TO BE SEEN!

MEANWHILE, AT LE GRAND BOISSON CAFÉ...

MONSIEUR, THERE IS A REPORT THAT DR. OCTOPUS HAS BROKEN INTO THE LOUVRE! YOU MUST STOP HIM!

AND I SHALL... AS SOON AS I FINISH MY CIGARETTE AND THIS FINE CABERNET, SUCH THINGS ARE NOT TO BE RUSHED! THEY ARE TO BE SAVORED!

SOON, LE WEBHEAD FACES HIS MOST BRUTAL ENEMY!

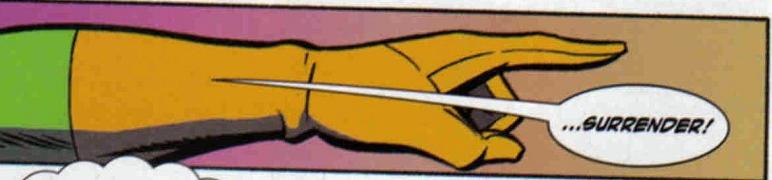
YOU HAVE CAUGHT ME RED-HANDED, DISPATCHED WITH MY HENCHMEN AND HAVE ME CORNERED! BUT YOU ARE A TRUE FRENCHMAN, SO...

...SURRENDER!

YES! BUT OF COURSE! AS A FRENCHMAN, I MUST ALWAYS APPEASE A MADMAN!

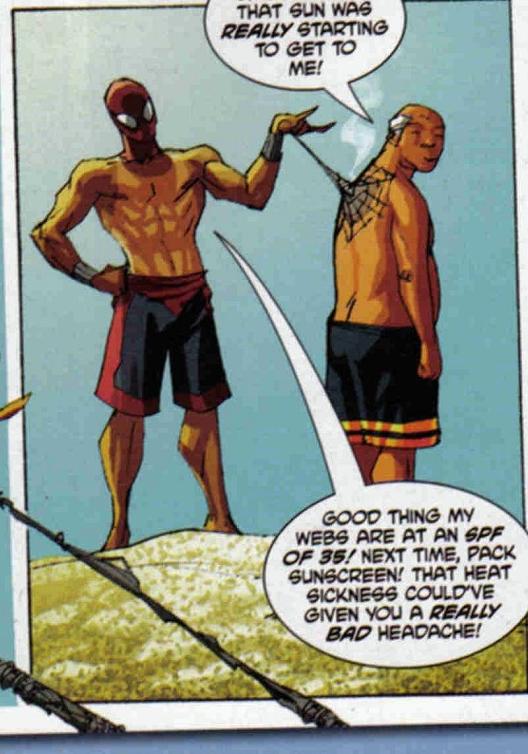
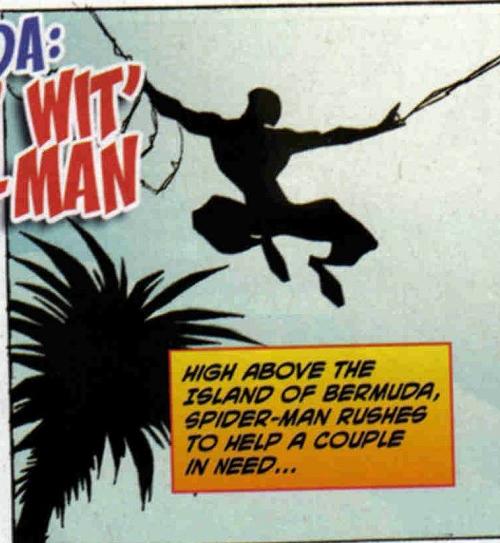
I HAVE DONE ALL I CAN BE EXPECTED TO DO! FOR WHILE MY UNCLE BEN BELIEVED THAT WITH GREAT POWER COMES GREAT RESPONSIBILITY...

...IT WAS MY FELLOW COUNTRYMAN, EXISTENTIALIST JEAN-PAUL SARTRE, WHO KNEW THAT ONE MAN CANNOT POSSIBLY BE EXPECTED TO COMBAT THIS MISERABLE EXISTENCE CALLED LIFE. SO WHAT FOOL WOULD SUBJECT HIMSELF TO THE ENNUI OF CRIME-FIGHTING...?



# SPIDER-MAN

## BERMUDA: CHILLIN' WIT' SPIDER-MAN



ANOTHER LONELY NIGHT ON  
THE STREETS OF AMSTERDAM  
FOR PIETER PÄRKER...

DAMN THIS  
CURSE OF BEING  
SPIDER-MAN!

NETHERLANDS:  
**AMAZOON DER  
SPIERZMÄN**

ALL MY LIFE  
I'VE PINED FOR  
MARY-JANE...

...AND I KNOW  
THAT SHE LOVES  
ME, TOO.

...BUT IF SHE  
EVER KNEW THAT  
PIETER PÄRKER WAS  
SPIDER-MAN...

...HER LIFE  
WOULD BE  
IN GRAVE  
DANGER.

THAT'S WHY  
PIETER PÄRKER  
CAN NEVER HAVE  
A GIRLFRIEND.

ARRIVING AT THE  
RED LIGHT DISTRICT...

THANK HEAVENS  
PROSTITUTION IS  
LEGAL IN THIS TOWN!  
BECAUSE MY SPIDEY SENSE  
AIN'T THE ONLY THING  
THAT'S TINGLING  
THESE DAYS!

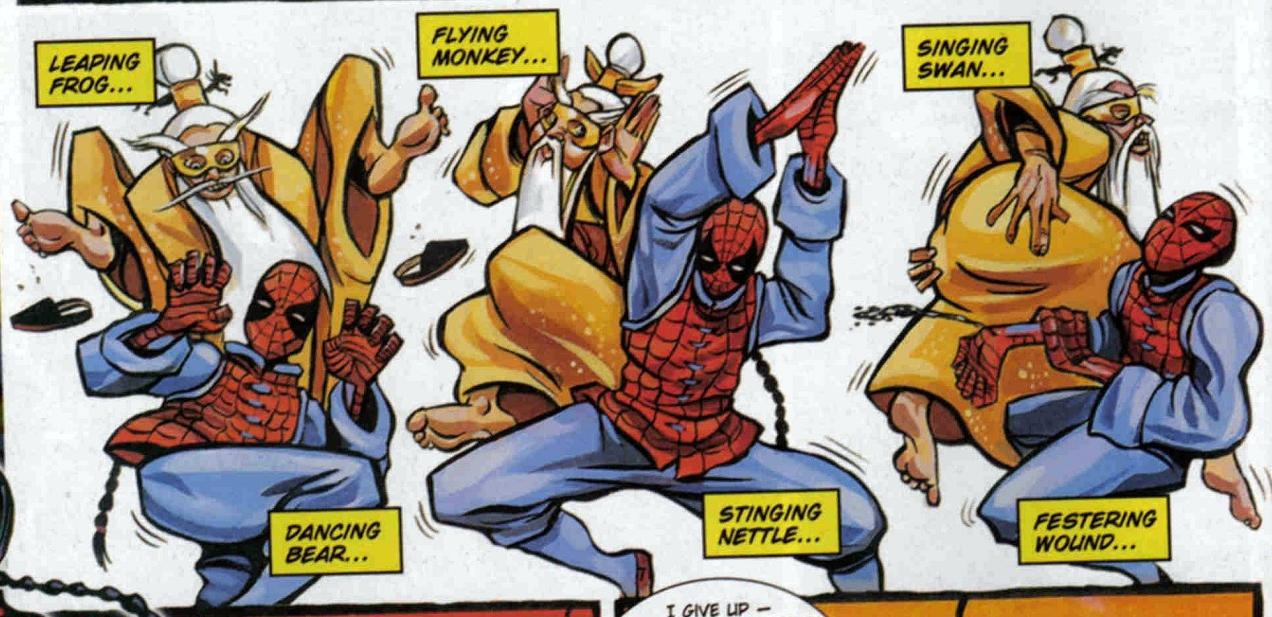
MOOIE MEIDEN,  
EEN ALLERBESTE  
AVOND, WIE IS ER  
VAN DIENST?

\*GOOD EVENING LADIES,  
WHO'S AVAILABLE? - ED

# CHINA: 蜘蛛男

(The Climber of Walls  
Who is Part-Man  
and Also  
Partly Spider-Type)

# SPIDER-MAN



# PUBLIC SERVICE ANNOUNCEMENT

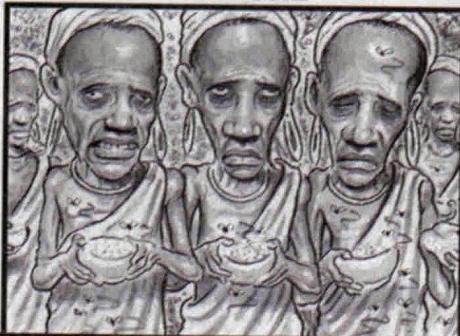
**In 1986**, a group of dedicated American doctors, appalled by the lack of medical care in third-world countries, formed Doctors Without Borders, an organization providing free medical services worldwide. Their success inspired another charitable endeavor — Cosmetic Surgeons Without Borders (CSWB).

**CSWB** is a group of dedicated American plastic surgeons, working for a reduced fee, who travel the globe performing surgical procedures on those who are too poor, or who do not even realize they need our help.

APRIL

After suffering for generations in a braless society, the tribeswomen of the Serengeti were finally given the 45-inch, double-D, rock-hard implants that were always out of their reach. Thanks to CSWB, these women no longer obsess over the decades-long famine devastating their homeland — instead, they have higher self-esteem, greater dating potential, and are living the dream of every woman: to be both buxom *and* skinny!

BEFORE



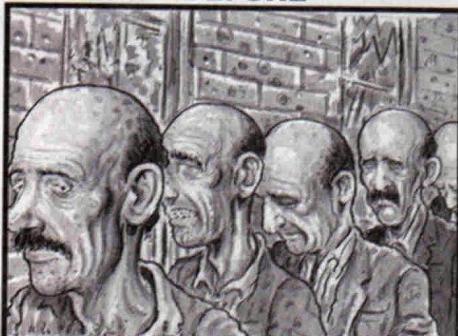
AFTER



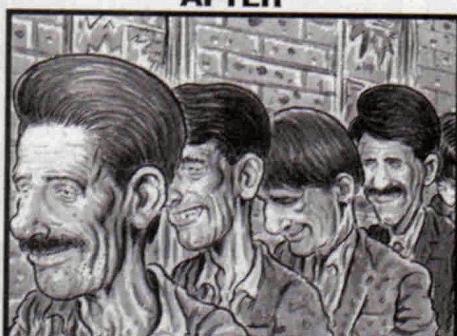
JUNE

Male pattern baldness is an epidemic that has ravaged all corners of the world. And nowhere has the pain been greater than in the countries of Eastern Europe. But no more. The good Samaritans of CSWB have traveled from their office complexes in Palm Springs, Miami Beach and Rodeo Drive to Bosnia, Serbia and Chechnya, performing emergency hair transplant surgery on the tragically afflicted. These men no longer feel the shame and impotence of baldness as they spend the day waiting in line for food rations from U.N. peacekeeping forces.

BEFORE



AFTER



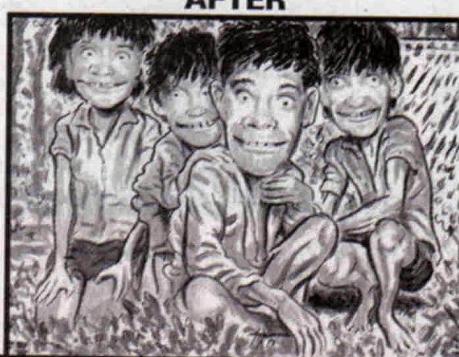
AUGUST

Besides frequent malaria outbreaks due to contaminated water supplies, premature wrinkling is a chronic problem of tropical South Americans. Through the tireless efforts of CSWB, these unfortunate sun-baked peoples can have those unsightly lines effortlessly botoxed away. Today, they face the shortage of antiviral vaccines with the same snare-drum-tight faces previously available only to the society ladies of Manhattan's moneyed upper east side!

BEFORE



AFTER



ARTIST: DREW FRIEDMAN

WRITER: PAUL ROSA



Whether it be Burqa-clad Middle Eastern women in need of collagen injections for the pouty, pillow-esque lips they've always desired or the cellulite-ravaged thighs of the women of Asia, Cosmetic Surgeons Without Borders is there, bringing vitally necessary chin implants, chemical peels and permanent eyeliner to people the CSWB volunteers affectionately refer to as "God's fixer-uppers."

**Yes!** I want to help rid the world of cottage cheese thighs, spider veins, "outies," woefully neglected abs, "Asner jowls," double-to-quadruple chins, "ass-sprawl," undulating arm flap, birth marks, stretch marks, pock marks and so much more!

Please accept my donation of

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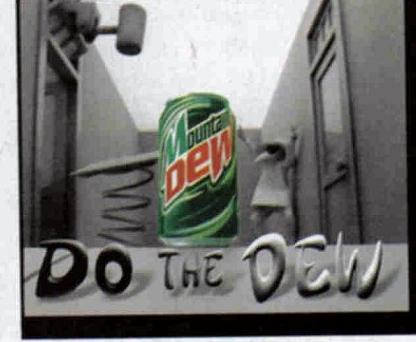
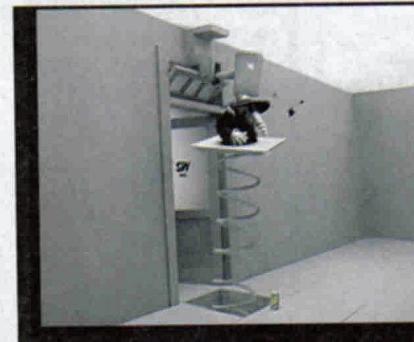
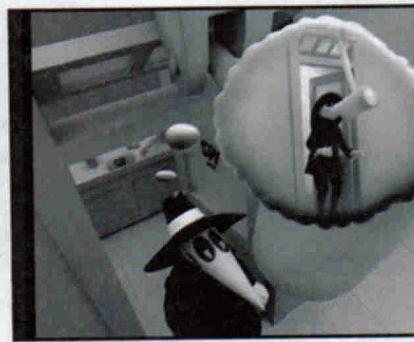
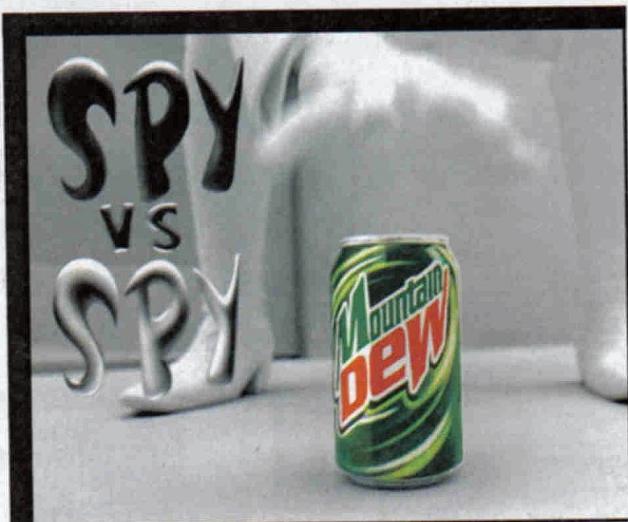
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Send to:  
Cosmetic Surgeons Without Borders  
The Joan Rivers Medical Arts Building  
East Hampton, NY 11937-1303





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WHAT DEVELOPING  
NEWS STORY  
HAS MANY  
AMERICANS TOTALLY  
TRANSFIXED?

HERE WE GO WITH ANOTHER RIDICULOUS  
**MAD FOLD - IN**

With so much going on in the world today, there's no shortage of big news to fill the racks. One item, however, has really stood out and captured almost everyone's attention. To find out what this story is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD PAGE OVER LEFT

B

FOLD BACK SO THAT "A" MEETS "B"



LIVELY, BREAKING NEWS EXPOSÉS ARE FINDING EAGER AUDIENCES — AND FANS SAY THEY LOVE IT. WHETHER IT'S NATIONAL OR LOCAL, ALL THAT MATTERS IS THAT IT IS HANDLED IN LURID DETAIL. IT IS THE MEDIA'S CHANCE TO PROFIT IF THEY GET THE EARLIEST SCOOP AND PERHAPS WIN A PULITZER PRIZE

A

ARTIST AND WRITER: AL JAFFEE

B